

**THE  
MACARONI  
JOURNAL**

**Volume 45  
No. 5**

**September, 1963**



# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
INTERNATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



**SEPTEMBER, 1963**

**Convention Report**  
**Al Ravarino**  
**Reelected President**







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# The Macaroni Journal

September  
1963  
Vol. 45  
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## Cover Photo

Del Gardner, chef at Grand Hotel, prepared the "Fettuccine alla HK," one of President Kamradt's dishes, for Albert Ravarino who was elected president of the National Macaroni Manufacturers Association.

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## CONVENTION REPORT

**MORE** than two hundred delegates at the 59th Annual Meeting of the National Macaroni Manufacturers Association held at Grand Hotel, Mackinac Island, Michigan, at the end of July, re-elected officers and directors for another term, approved a fellowship for research on raw materials and macaroni processing at the North Dakota State University, and heard a variety of interesting speakers discuss aspects of selling the consumer.

### Busy Board

The Board of Directors had three busy sessions: Prior to the general sessions, they met to consider proposals for the research at North Dakota State University, a consumer motivational study by Market Facts, Inc., and a macaroni market profile by the A. C. Nielsen Company. Following the election of directors at the second general session, an organizational meeting saw the re-election of officers. They are Albert Ravarino, president; Fred Spadafora, first vice president; Robert I. Cowen, second vice president; Peter J. Viviano, third vice president; Robert M. Green, executive secretary; and James J. Winston, director of research.

Following the election of officers, Theodore R. Sills presented a proposal to the National Macaroni Institute for a hotel-restaurant-institutional public relations program. It was referred to committee for further study.

Charles R. Strolz, of Campbell-Mithun, presented plans for the American Dairy Association promotion in January on "Thrifty Meal Mates." The campaign will involve 14 participants; cost of admission is full-page advertising in Family Circle Magazine. It was felt the time was too short to take full advantage of the proposal.

At a final Board meeting following the general sessions, financial statements were reviewed, dates for a Regional Meeting in San Francisco were set for the last week in October, and pending projects assigned to various committees for study. Ole Sampson and Paul Abrahamson of the North Dakota State Wheat Commission announced that organization's support of research in the Cereal Technology Department of the North Dakota State University for ascertaining factors and marketability of durum. This complements and assists the program of the National Macaroni Manufacturers Association.

Don Fletcher of the Crop Quality Council distributed "Durum Data," a compendium of durum statistics.



Mrs. Lucien Constant and Mrs. John Tobio characterize "The Consumer."

### First Session

At the first general session, President Al Ravarino opened proceedings with the comments that appear on page 8.

Aspects of consumer research were then presented by an array of experts including Fred C. Clarke, marketing research manager, and Buckley C. Robbins, general promotion manager, packaging films, Du Pont & Company, on how you get consumers' thinking. They presented a condensed version of tapes made in interviewing consumers in a pilot study to ascertain the image of macaroni products and consumers' attitudes towards them. It emphasized the misconceptions about the calorie content of these products; questions on prestige or social status; and insufficient awareness on the part of many housewives concerning the variety of uses for macaroni products.

Trienah Meyers, Chief, Special Surveys Branch, Standards and Research Division, Statistical Reporting Service, U.S. Department of Agriculture, declared that the purpose of marketing research was to ascertain facts "even if you don't like them." In replacing fact for suspicion, a better job of exercising ingenuity can be done.

Louis J. Nelson, Jr., of Wade Advertising, Inc., demonstrated with visuals how consumer research is applied in developing advertising for vitamins, headache remedies, and family flour. In the critical task of putting research findings to use, Mr. Nelson declared that advertising must make the consumer familiar with the products, increase their knowledge of it, develop favorable attitudes, brand preference, and finally purchase.

Roger Di Pasca and Kenneth Forbes, armed with roving microphones, interviewed the ladies in the audience to

ascertain attitudes on macaroni products, their preparation and serving. This on-the-spot consumer survey had obvious bias but demonstrated the techniques and possibilities for this type of activity.

### Second Session

At the second general session, Mark Heffelfinger, chairman of the Durum Wheat Institute, introduced Dr. Margaret Jane Brennan, of Mansfield State College, Mansfield, Pennsylvania, educator and former field representative of the Durum Wheat Institute staff. He displayed the new Durum Macaroni Foods Demonstration Outline for home economics classes and other groups. It was accompanied by a recipe booklet with 12 Show-off Recipes and will be offered for distribution by macaroni manufacturers at cost.

Dr. Brennan stated that a large number of girls study home economics and homemaking. Their teachers, concerned with stimulating thinking of students, welcome useful materials and industry-sponsored teaching aids. One teaching goal is to have students learn to evaluate and know sources of information. Dr. Brennan pointed to the School Lunch Workshops as an important area for developing quick and easy to serve recipes which in turn are carried home. Extension agents and home service utility directors are disseminating valuable information as well as the schools.

Kathryn Bruce, director of educational programs, National Restaurant Association, said the 550,000 eating places in the United States are concerned with costs, profit squeeze, and need for volume. With a shortage of cooks, good cooking directions are essential. Her rapid fire list of suggestions for working closer with the purveyors of one out of four meals eaten by the American public created a desire for future meetings between committees of the NMAA and the National Restaurant Association to work out long range plans.

In a panel discussion moderated by Ted Sills, public relations consultant to the National Macaroni Institute, three supermarket operators charged that macaroni manufacturers had been complacent about the impact of new convenience products impinging on their market; had done little to fight the fattening image; and in some instances had failed to realize that pricing is subservient to quality—the consumer's final evaluation is on value.

(Continued on page 6)

THE MACARONI JOURNAL



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SEPTEMBER, 1963



**Convention Report—**

(Continued from page 4)

Paul Borman of Borman Food Stores in Detroit said: "Wake up—move ahead!"

M. R. McConnell of Spartan Stores, Grand Rapids, Michigan, stated that a salesman with an order pad as his only prop is worthless—he must be a consultant for moving merchandise.

Charles H. Reich of Hillman's Fine Foods, Chicago, said: "We must attract more customers and increase sales. This requires research, ingenuity and skill. Let's put more emphasis on what we can do and less on what we cannot do."

Dr. Charles C. Slater, director of executive programs in mass marketing management, College of Business, Michigan State University, asked: "How do you get a drink from the fire hose of information poured at you?" His answer was in an explanation of the revolution in management methods—in essence, skill in asking questions and getting answers in balanced form. The use of management tools must be similar to an investment portfolio—balance with the end objective of profitability.

He observed that there was a game of Musical Chairs for supermarket distribution, and said the convenience dinner business is a plus now but may have the same prospect as the impact of cake mixes on the family flour business a few years ago.

Round-table discussions with the various speakers proved interesting and beneficial to the participants.

**Socials**

On the social scene, the Suppliers' Socials preceding the evening dinner functions proved popular in assembling the delegates in a festive occasion. The traditional Rossotti Spaghetti Buffet, with its usual spread of gourmet delicacies and the warm hospitality of the Rossotti organization, was the curtain-raiser. The banquet on the final night saw President Al Ravarino in good form in making announcements and



Panelists Paul Borman, Mac McConnell and Charles Reich discuss merchandising macaroni in the supermarket.

presenting Monsignor John Romaniello, the Hong Kong Noodle Priest, who reported on the charitable work being done with the support he is receiving from donors in America for feeding hungry refugees. He announced that prospects of support for similar projects in South America are developing. Hugh Downs and Company, stars of the NBC television network morning show "Today," were on Mackinac Island at the same time as the macaroni convention. This fact was broadcast across the country.

**Hosts of the Suppliers' Socials**

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New York City, New York



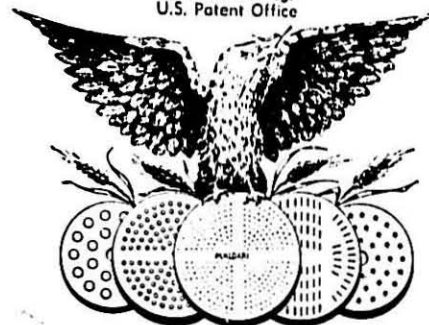
There was gloom in the room as round-table groups discussed problems. But then Charles Rosotti and Frank Prime brought sunshine back with a happy thought.



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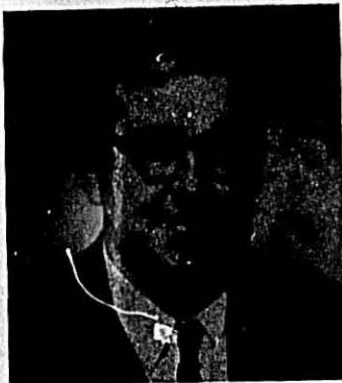
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Al Ravarino

## ABOUT AL RAVARINO

of Fascism in Italy, times were bad, the country was in unrest, and the elder Ravarino decided the family fortunes would be better served in the United States. They returned to St. Louis, after an absence of two years.

There were four Ravarino children: three boys and one girl. Al's youngest brother, Ernie, is a member of the macaroni firm, and his other brother, Mario, is manager of the Chase Manhattan Bank office in Rome, Italy.

### Background

Al was graduated from St. Louis University High School in 1931. He says he still picks up boys on their way to and from school, while driving between his home and the company plant on Shaw near Kingshighway. He always asks these boys their names, because many of his former classmates have sons who now attend the school. "I like to keep in touch," he says.

After high school, he attended Notre Dame University. He majored in business administration. In 1935, after he received his degree from college, he joined the family firm, in the sales department.

"I thought I was in a dying business," he recalls. "In those days, 75 per cent of the macaroni and spaghetti business was in 25-pound boxes of bulk products that sold to individual grocers whose trade was mostly people of Italian birth. These people were growing older, and it looked as though the spaghetti business wouldn't last. There wasn't the same kind of market among native Americans as there was with Italians. You see, in those days, the Italians ate 70 pounds of macaroni products per capita annually, against only seven pounds for native Americans."

The problem was to make these products more appealing to the general public, and to create more awareness of the quality of Italian foods. He spent most of his time developing packaging and travelling around the company's trading area from Pittsburgh to Salt

Lake City, developing new business and trying to help the old Italian customers modernize their merchandising methods. The work wasn't easy. He recalls that at the time he came into the business there were over 350 spaghetti factories in the country. Today there are about 125 of commercial importance.

### Philosophy

Al Ravarino says the future of the food business, and his own business, he feels, depends on how well the food manufacturer keeps up with the changing buying habits of people, and with their social and economic ways of living. Constant attention is needed.

"Spaghetti and macaroni have always been convenience foods," he claims. "There's no peeling or special preparation needed—and the way to more business is to teach the housewife the easy ways to develop her own special recipes. Prepared mixes are just stepping stones to their own special way of fixing these products. The fascination of spaghetti cookery is well known, and it has developed particularly since World War II. Millions of people have discovered that they can prepare 'gourmet' dishes with their own private sauce recipes." A few of the secrets of fine Italian cuisine, he says, depend on good Parmesan cheese and butter, the key ingredients of the splendid dishes based on northern Italian cooking.

### Family Man

In 1946, Al married a native St. Louis girl, Helen Marie Badaracco. They have two daughters, Anna Maria, 8, and Mirella, 7. Al and his family live on Geyer Lane, Frontenac, St. Louis suburb. He continues to indulge his hobby—business. "much to my wife's displeasure," — he particularly enjoys travel, both for business and for pleasure. His business trips keep him out of town a great deal; and he has been to Europe four or five times. He is active in Rotary and civic groups as much as business will permit.

## CONVENTION COMMENTS

I HOPE that you leave the 59th annual convention of the National Macaroni Manufacturers Association with renewed enthusiasm; that you take back to your jobs a wealth of new ideas you can put to profitable use, because that is the real purpose of this convention—an exchange of ideas to help you and your business.

A "convention" is purely an American custom. Nowhere else in the world

do people in the same business . . . suppliers, customers, advisors, teachers . . . and competitors . . . meet and exchange ideas on the friendly, open basis we do here in the United States. And, let me say right now, this is one of the many things we, in this country, are blessed with! There are no conventions to speak of such as this in Europe or on any other continent. There is no free

(Continued on page 10)

THE MACARONI JOURNAL

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**Convention Comments—**  
(Continued from page 8)

discussion of business, let alone idea exchange. However, since they are copying all of our finest habits and products, there'll probably be good, American-style business conventions in Europe before too long.

I like these conventions. I started coming to them as a boy — sat and listened, patiently, I trust, to many presidents in the past. Now I find myself in their shoes and what a spot it is! I can only hope that you get half as much good out of what I say as I have out of those other boys' throughout the years!

The past year has been an active and interesting one for the Association. But, before we go into that, I would like to thank Bob Green in behalf of the Board and all of the members of the Association for the very able manner in which he has carried out the many and diversified responsibilities of his office.

**Busy Year**

Activities of the Association throughout the past year included:

Efforts to get macaroni products on the School Lunch Program and the Food for Peace Agency for relief feeding. Efforts to get more showings of that wonderful movie "Durum—Standard of Quality."

Consideration of standardization of macaroni packages to comply with the request of Federal Weights and Measures officials. Bob Green made a trip to Washington to state our views as to some of the problems involved in standardization of packaging for the industry.

Two extra directors meetings and numerous committee meetings to discuss publicity and supply matters.

This year also saw a renewal of interest in the field of research on raw materials, marketing and consumer problems or attitudes. From this latter we hope to learn what effect consumer's attitudes have on our industry. You will hear more about these, and other interesting things — some from the past — others that will affect our future — in the many interesting meetings of this convention.

**Great Industry**

However, I do want to remind you that we are all a part of a great industry — the food industry. In the past 15 years this industry has grown from 32 billion dollars to 82 billion dollars in 1962. In spite of the great growth, only 19 per cent of our income, after taxes, is spent on food, whereas in 1947-49, we spent as much as 26 cents out of every dollar for food. Compared to other places in the world, where from

40 to 60 per cent . . . even 100 per cent of earnings go for food, you can see how lucky we are in this great country . . . how fortunate we are to be blessed with the gifts and abilities to get the job done and be one of the best fed nations in the world at such a small expenditure of our income. We must constantly remind ourselves, though, of the responsibilities that are ours, as part of this vast food industry, to maintain this position.

**Consumer Is Boss**

The macaroni industry has another position to preserve . . . our wonderful position on the grocer's shelves. With 5000 to 6000 items in a grocery store, we enjoy a favorable position and must take care of it. We must remember that quality and the right price sells the consumer . . . and the consumer is our boss! Don't alienate the boss by lowering quality. Don't ever be tempted by buyers and competition to lower your standards. Instead, do all you can to make macaroni products more than ever the quality product consumers demand.

In a recent talk to the West Coast Advertising Association in Los Angeles, Paul Willis said, "Change is the one certainty we are all facing and anyone who does not keep abreast with changing conditions will see the Parade of Progress pass them by. Today's success of a company's business carries no guarantee of survival for tomorrow. Many products which were considered old standbys have been replaced with improved models or with different products serving the purposes more efficiently or economically. For example, in food, cake mixes have reduced the needs for baking powders and other ingredients. Detergents have taken the place of soap in many instances. Instant and frozen products have become regular household items. Any concern that does not invest heavily in research, in advertising, in new and improved products will find it increasingly difficult to keep pace with progress."

Well, this is true, but it doesn't necessarily mean change to convenience foods only. This could mean changes to better raw materials, new uses, attractive and better packaging — and, in our industry, change to many new varieties and uses and shapes. With so much competition for the consumers food dollar, there is no choice but to stay alert . . . make changes and offer products of high quality and attractive prices. With constant increases in the costs of labor, supplies, transportation, and taxes, we have no choice but to work toward greater efficiencies and larger volume. Here again Paul Willis recently said, "In our operations we must have two primary objectives uppermost in mind: One is the task of

finding ways in which we can best serve our boss — the consumer. The other one, we must always remember that we can only serve her better if our business continues to make an adequate profit, which is the fuel that makes our economic system run. When business prospers, society, the consumer, is served best."

**Ingenuity and Free Enterprise**

In commenting on our economic system and the constant dangers it faces, Paul Willis said, "One of the principal reasons for our economy's continuous and fabulous growth has been our system of free enterprise which provides the opportunities to use our ingenuity and to take the risk of earning a profit!"

Ingenuity and free enterprise — those are key words in the economic growth of this country. Let us guard them with diligence and jealousy against the ambitious people in our government and elsewhere who, under guise of guardians of the consumer, take it upon themselves to substitute controls for freedom! Whose cleverness and position enable them to take isolated and unusual cases to create a scare feeling, and give the general impression that they speak for the entire consuming public. In other words, beware of those who single out isolated cases and say "this represents the entire industry." Of course, I'm referring to Senator Hart and his current bill and similar proposals in our state and city governments that directly affect our industry. Proposals of this sort attract headline writers and commentators . . . and, naturally, politicians who grab at any opportunity to get on the bandwagon to protect the "consumer."

Let us be on guard to preserve the freedoms we now enjoy . . . and one way is to frustrate proposals that will hobble those freedoms. Another way is to avoid thinking we can pull the wool over the eyes of our consumers and customers with deceptive packages and labeling. Let's put the weight on our products so that anyone can see it — make as honest and decent and attractive a package as possible, so that the Hart bill people can find no fault with the products and packages of the macaroni industry. In other words, let's not create material for them to use as fuel for their fire.

I would also like to remind you that our industry has grown tremendously — that we are accepted with the same degree of respect as the best of the food industry. Let us not jeopardize our position with unfair, illegal or shady tactics that can quickly develop into a cancerous marketing problem, that will be exasperating and unprofitable to all of us, and set the prestige of the

(Continued on page 12)

**PAVAN**

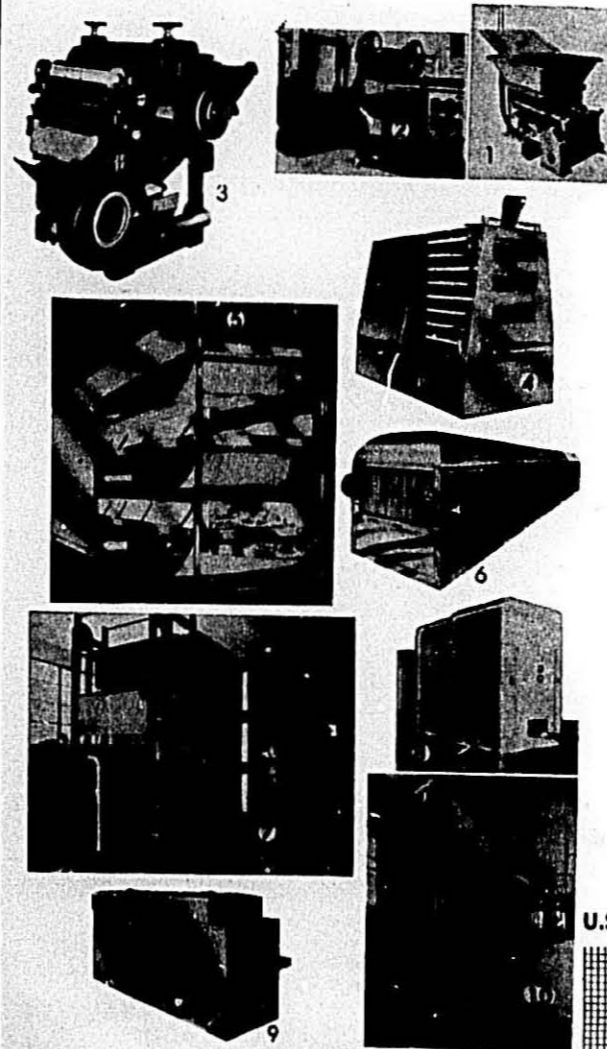
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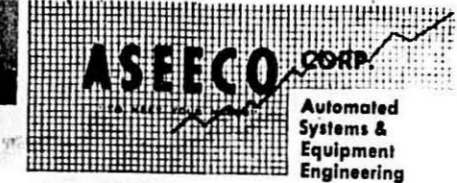
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### Convention Comments—

(Continued from page 10)

whole industry back a couple of notches.

#### Durum Plentiful

We could not start a convention without a word on the subject of the durum wheat supply. Fortunately that is not a serious problem for us this year. With a large supply in government hands and the prospect of a large crop this year, it seems to me that our problem is to move more of it in the form of macaroni products.

In view of this, and to further strengthen our industry, we have chosen as the theme of our meeting this year "Sell the Consumer." Our guests on the program have been selected because of their special abilities along these lines. These folks are giving their valuable time, and I would like to thank them in advance for all of us.

#### Heat Hurries Ripening

Extreme high temperatures in the durum growing area hurried ripening the last two weeks of the month of July, and in some cases serious damage of small grains occurred.

At the beginning of the month, crop conditions in the durum area were so good that almost any development would have been considered unfavorable. The second week of the month, the crop outlook was still good, but prospects declined somewhat because of high temperatures and continued dry weather. By the third week of the month, high temperatures were followed by cooling later. Thunderstorms fell at most locations, but more moisture was still needed to aid filling and increase test weight. Crops in the western and northern territory were still in good condition, but the durum crops in South Dakota and the southern territory in North Dakota were hurt by drought and high temperatures.

Precipitation the last week of the month in North Dakota was light in the southeast sections, and moderate to heavy elsewhere, with the greatest amount being 3.44 inches at Minot. The rains returned temperatures to more normal levels and were of great benefit to small grains in the northern sections of North Dakota. In the southeast sections, combining was delayed by the additional moisture. Most fields in southern North Dakota were in the hard dough stage, but occasional early fields had been combined with test weights of 58 pounds and good color.

#### Some Rust

Except for localized infestations, durum crops were relatively free of

both disease and insects. Stem rust was present but usually light on susceptible spring bread wheat varieties such as Lee, and no stem rust developed on Selkirk, Lakota and Wells durums are resistant to the prevalent races of stem rust, but a few late fields of Langdon durum in southeastern North Dakota were being heavily damaged by stem rust. Other earlier Langdon fields in this area were nearly ripe and would escape serious losses.

Development was still ahead of last year in North Dakota. Approximately one per cent of the durum crop had been combined by the week ending July 30, six per cent in the swath, 43 per cent turning to ripe, 43 per cent in the milk to dough stage, and seven per cent in lesser stages.

#### Stocks Are Large

Durum wheat stocks on July 1, 1963, as reported by the USDA Statistical Reporting Service, came to 40,792,000 bushels, with 18,012,000 bushels on farms and 22,780,000 bushels in mills, elevators and warehouses. This compares with year-ago figures on the same date when total stocks were only 5,168,000 bushels, with 1,757,000 bushels on farms and 3,411,000 bushels in mills, elevators and warehouses. Carry-over stocks a year ago were unusually low due to drought and low production in the durum area during the 1961 growing season.

The Northwestern Miller reported durum products output for the crop year July 1, 1962—June 30, 1963 to be 9,590,558 hundredweights. This is an increase of 5.84 per cent over the previous crop year.

The cash durum market in Minneapolis most of the month of July remained steady, with No. 1 Hard Amber Durum quoted in a range of \$2.30 to \$2.54. The last week of the month, however, cash durum prices dropped five cents, with quotations for No. 1 Hard Amber Durum ranging from \$2.20 to \$2.59, as the trade began adjusting to new crop ideas.

#### Durum in Canada

C. L. Sibbald, Director of the Catelli Durum Institute, reports on the progress of Canadian durum as follows:

In a recent trip through all of the main durum growing areas of Canada, the facts concerning our potential "bumper" crop soon became apparent. It is not Alberta or Manitoba crops, in the case of durum, that show up so well; but the uniformly good Saskatchewan fields tell the story. Earlier this year we published a chart showing wheat yields over a 40 year period as being about 17 bushels per acre. To gain some concept of the degree of optimism current in Saskatchewan, we

can quote from the Saskatchewan Wheat Pool crop report for the 1963 wheat crop in Saskatchewan: "The July 12 (wheat condition) figure of 189 represents an increase of three points in a week and is the highest general condition ever recorded by the Pool, at any time. . . . A condition figure of 100 represents a crop that may be expected to yield 15 bushels per acre." In other words, should the crop be harvested in the 189 point Pool condition (potentially 28.8 bushels per acre), it would be 68 per cent better than the 40-year average Canadian wheat yield of 17 bushels. All of this is speculation of course. But to have wheat crops in this fine shape at the end of July is almost like money in the bank, barring early frost or wet harvest weather.

As for durum fields in particular, it is best to begin by recording the July estimate of the Dominion Bureau of Statistics, showing durum acreage in 1963 at 2,170,000; 3,429,000 in 1962; 1,852,000 in 1961 and the 1951-1960 average at 993,300.

In rough figures, it can be seen that the durum acreage this year had dropped a little better than one-third from its record high in 1962. The potential yield per acre of this year's crop is considerably higher however, and will no doubt compensate, at least in part, for the reduced acreage. We will have a big crop, a fact that is rather surprising considering the Canadian Wheat Board announcement early this spring that durum would have no special quota delivery privileges beginning August 1.

It will be noted that our excellent 1956 durum crop yielded 26 bushels per seeded acre. The 1963 durum fields look similar to 1956 at this time, except that they are now more concentrated in the province of Saskatchewan.

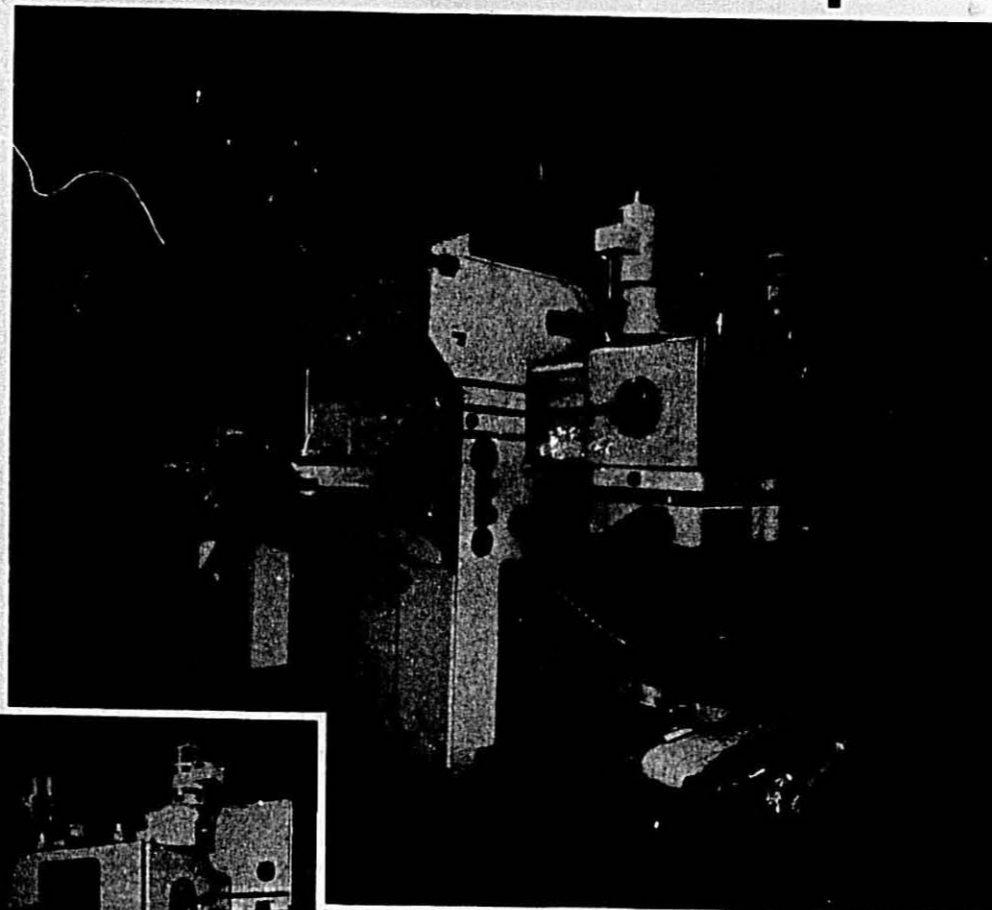
#### Field Notes

We have compiled some figures from notes made during our journey. Estimated yields of these fields are very rough indeed, and can only serve to give an indication of crop condition at the time of inspection. There has been no attempt at adequate random sampling in the following:

Red River valley (south of Winnipeg) . . . trace of rust and loose smut . . . average 23 bushel yields . . . maturing reasonably well. Southwest Manitoba . . . also some leaf and stem rust (latter presumably race 15B4 to which Ramsey is susceptible) . . . most fields in the early milk stage . . . 22 bushels per acre average. From Swift Current, and westward to the Alberta border the average yield of fields seen is 24 bushels per acre . . . trace of hail damage

(Continued on page 14)

## CLERMONT'S TWIN HEAD PRESS PRODUCES 2,400 lbs. of **SHORTCUT** per hr.



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Twin Head for **TOP PRODUCTION**

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Large mixer and screw for **UNIFORM PRODUCT**

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## Durum in Canada

(Continued from page 12)

... some burning due to lack of moisture... uneven growth. Alberta durum crops in the south can be expected to average 10 bushels per acre, since rain was non-existent until June 20. Foot-hills regions in Alberta are better, but even here heads are small and tillering has not taken place to any extent... 22 bushels average.

The above summary has intentionally left out most of the durum growing area, that country east of Swift Current to the Manitoba border. This deserves special comment, as it is the best and biggest portion of the crop. Durum in this large section of the Canadian prairies has grown uniformly. Kernels are beginning to fill. There seems to be little damage from disease or insects. Straw is long, and tillering has been adequate. Possible average yields will be 32 bushels per acre. An idea of the growth can be had by our measurement of a few durum plants south and east of Regina which were standing 50 inches high. Continued rain will cause some crops to lodge, and this has in fact happened in a few cases already. Farmers will now be looking for less rain, and hot, sunny weather. It is certainly an unusual condition to find semi-arid Saskatchewan with adequate moisture over such a large portion of the province.

Each lumber yard in each town is building small plywood granaries. As the year progresses these will take their places in fields and farmyards throughout Saskatchewan. At this time of writing, it appears that they will be full.

As our farmers enter into the crop year 1963-64 it seems clear that the marketing of new crop durum will be slower, a fact pointed out by the Canadian Wheat Board before planting commenced. In looking over the prairie picture it would seem that a small percentage of farmers decided to gamble once again on durum. With a very large hard red spring wheat crop potential, they may be just as well off holding durum. Only time will tell.

## Durum Subsidy By Bids

In an effort to assume competitive pricing of United States durum in export markets, the Department of Agriculture, beginning Friday, July 12, launched a program of determining export subsidy payment-in-kind rates on this class of wheat on the basis of competitive bidding by exporters. While not stated in the announcement, it is understood that the main aim of the change to bid subsidies from the previous policy of daily announce-

ment of fixed subsidies is to permit United States exporters to engage in more aggressive marketing of durum wheat in export channels.

At the same time, the Department of Agriculture made it clear that it is not planning to extend the bid subsidy program to other classes of wheat. "There is no intention to extend the bid subsidy to other classes of wheat," the durum announcement said.

### Flour Subsidy Cancelled

Almost simultaneously with the announcement of the bid basis for durum wheat exports, the Department on Friday announced the cancellation of the separate subsidy on durum flour exports with the regular flour export subsidy to apply effective at once. Prior to this change, the separate subsidy on durum flour had been \$1.44 per cwt. on shipments from any coast through August 31 and 73 cents per cwt. from September 1 through December 31. With the change, durum flour was entitled on Friday to a Subsidy on Gulf exports of \$1.37 per cwt. through December 31; Atlantic, \$1.70 through August 31 and \$1.44 through December 31, and from the Pacific, \$1.85 and \$1.47, respectively. This represented a substantial increase in the durum flour subsidy over the rate previously in effect.

The program, which is similar in operation to the feed grain payment-in-kind export program, provides for the submission of bids to the Subsidy Branch, Procurement and Sales Division, Agricultural Stabilization and Conservation Service, United States Department of Agriculture, Washington, not later than 3:30 p.m., E.D.T., Monday through Friday. Successful bidders are being notified the same day bids are received.

Exporters must submit their bids in whole cents per bushel and in net bushels to be exported. The submission also must include one of rate periods in which exports are to be made. The initial rate periods are through August 14, 1963; August 15 through September 30, 1963, and October 1 through November 30, 1963.

## The Egg Market

Shell egg markets have been firm during the month of July. At month's end top quality eggs were about seven cents over 1962 prices, making break-

ing stock about five cents over 1962. All egg products were firm, with whites very firm having made steady advances since the middle of June.

Current receipts in the Chicago market sold in a range of 28 to 29 cents at the beginning of the month, ending the month in a range of 26.5 cents to 29.5 cents.

Frozen whites strengthened from a low of 12.5 cents at the beginning of the month to a high of 15 cents by month's end. Frozen yolks with 45 per cent solids and No. 3 color ranged from a low of 51 cents the first week of July to a high of 53.5 the second half of the month. No. 4 color remained steady in a range of 53.5 cents to 50 cents the second half of the month.

Dried whole eggs have held fairly steady, starting the month in a range of \$1.02-\$1.13 and ending the month in a range of \$1.01 to \$1.15 per pound. Dried yolk solids spread in the range with \$1.01 at the bottom, \$1.17 at the top.

The U.S. Department of Agriculture reported 41,788,000 egg type chicks were hatched in June, 1963. This was seven per cent more than in June 1962. Egg type chicks hatched January through June totaled 361,824,000, down one per cent from the same period in 1962. At the beginning of 1963, it was predicted that the spring hatch of egg type chicks would be six per cent greater than in 1962; instead, it is one per cent less.

## Egg Processing

Production of liquid egg and liquid egg products (ingredients added) in the United States during June 1963 totaled 84,145,000 pounds—17 per cent less than in June 1962 according to the Crop Reporting Board. The quantities used for immediate consumption, drying and freezing were all less than in June last year.

Liquid egg used or sold for immediate consumption was 6,830,000 pounds, compared with 7,152,000 pounds in June last year. Liquid egg frozen totaled 50,729,000 pounds—down 18 per cent from June 1962. Storage holdings of frozen eggs at the end of June were 102,183,000 pounds, compared with 110,843,000 pounds at the end of June 1962 and the 1957-61 average of 143,988,000 pounds. This was an increase of

(Continued on page 16)

## United States Cold Storage Report as of July 1

	July 1, 1963	July 1, 1962	5 yr. average
Shell Eggs, cases .....	280,000	387,000	1,039,000
Frozen Egg Whites, lbs. .	21,487,000	27,915,000	43,174,000
Frozen Egg Yolks, lbs. .	28,923,000	28,314,000	36,832,000
Frozen Wholes, lbs. ....	49,198,000	51,968,000	58,243,000
Frozen Unclassified ....	2,646,000	2,646,000	5,739,000
Total Frozen .....	102,183,000	110,843,000	143,988,000
Case Equivalent .....	2,887,000	3,203,000	4,706,000

THE MACARONI JOURNAL

# MACARONI USA

## Betty Crocker Presents Hawaiian Pork Chops and Macaroni

The flavor of the  
50th state  
is captured in this  
festive dish!



### HAWAIIAN PORK CHOPS AND MACARONI

1 pkg. (7 to 8 oz.) small size macaroni shells  
6 to 8 pork chops  
1 can (8 oz.) mushrooms, sliced  
1 clove garlic  
6 to 8 slices pineapple, fresh or canned

Follow manufacturer's directions for cooking macaroni. Spread evenly in greased baking dish, 13 x 9½ x 2" or 3-qt. baking dish. Rub skillet with cut clove of garlic. Then brown chops on both sides (medium heat). Season with salt and pepper. Trim off excess fat. Sauté mushrooms in pork drippings (about 5 to 10 min.). Heat oven to 350° (mod.). Sprinkle mushrooms over macaroni. Arrange chops on top of macaroni and top each with a slice of pineapple. Pour Curry Onion Sauce (recipe below) over chops and macaroni, allow some of the pineapple to show. Bake 1¼ to 1½ hr. until chops are tender. Garnish with parsley. 6 to 8 servings.

#### Curry Onion Sauce

¼ cup butter  
¼ cup minced onion  
¼ cup GOLD MEDAL Flour  
2 tsp. salt  
1¼ tsp. curry powder  
4 cups milk

Using same skillet chops and mushrooms were cooked in, melt butter and sauté onion until transparent. Blend in flour, salt and curry powder. Remove from heat. Stir in milk. Bring to boil, stirring constantly. Boil 1 min.

#### Success Tips:

1. Be very careful not to overcook macaroni otherwise it may become soft and mushy on baking.
2. Brown pork well, this improves flavor.

Pork chops and macaroni made even more delicious together by a spicy curry sauce

We offer you and your customers the recipe for Hawaiian Pork Chops and Macaroni after thorough testing in our Betty Crocker Kitchens and in typical homes across the country. We're certain this dish will be another piece of savory evidence that your customers can enjoy your products imaginatively, easily, *deliciously!*

To the leading producer of the finest Semolina and Durum flours it is a source of pride to be associated with the macaroni industry. Look for more recipes from Betty Crocker in our MACARONI USA program to help you increase your profits through the broadened use of your products.

For more information on this new Betty Crocker recipe program ask your Durum Sales representative, or write...

**DURUM SALES**  
MINNEAPOLIS 26, MINNESOTA





**Egg Processing—**  
(Continued from page 14)

19 million pounds during June, compared with an increase of 28 million pounds in June 1962 and the average increase in June of 29 million pounds. Quantities of liquid egg used for drying were 20,586,000 pounds in June 1963 and 32,561,000 pounds in June 1962.

Egg solids production during June was 6,968,000 pounds consisting of 4,633,000 pounds of whole egg solids, 955,000 pounds of albumen solids and 1,380,000 pounds of yolk solids. In June last year production totaled 8,248,000 pounds consisting of 5,318,000 pounds of whole egg solids, 1,276,000 pounds of albumen solids and 1,654,000 pounds of yolk solids.

**New Pan Dryers at Ballas**

Ballas Egg Products Corporation at Zanesville, Ohio is installing a new modern pan drying set-up incorporating features never before used in production of albumen. Preliminary tests indicate it is capable of producing a better product. Installation about September 1 will require a month's time to get into operation.

The new installation will increase Ballas' production by almost one hundred per cent, doing almost as much as their present five ovens.

They are also working on a new spray dryer for other egg products encouraged by the increased business that has been developed for dried eggs.

**Egg Solid Market in Japan**

Since restrictions on the importation of egg solids products have been further amended in Japan, the country can rapidly become a good customer for this product.



Thomas J. Kelly

According to Harold Williams, president of the Institute of American Poultry Industries, promotions of U.S. egg solids products started a year ago when the poultry exhibit at the Osaka Trade Fair included a display of egg solids.

Following this display, the International Trade Development Committee, Tokyo office, started receiving requests for data, indicating a growing interest. Recent liberalizing of egg solids importation regulations has caused an increase of interest, with one Japanese importer making a hurried trip to the U.S. for complete information.

**Bob Raaf Named La Rosa VP**

Robert H. Raaf, general manager of the Milwaukee division of V. La Rosa & Sons, Inc., has been elected a vice president, it was announced by V. S. La Rosa, president.

As general manager, Mr. Raaf has been responsible for management, sales and production at the Milwaukee plant since 1961.

Mr. Raaf attended Notre Dame University and received a Bachelor of Science degree in 1942. After graduating, he served for four years as a Navy pilot in the South Pacific campaign. During his tour of duty, Mr. Raaf was based aboard several aircraft carriers, including the U.S.S. Saratoga. He currently holds the rank of Commander in the Naval Air Reserve and is the commanding officer of a jet squadron in Milwaukee.

A native of Washington, Missouri, Mr. Raaf now makes his home in Brookfield, Wisconsin, with his wife and four children.

**Traffic Manager**

Thomas J. Kelly has been appointed traffic manager of C. F. Mueller Company, Jersey City, manufacturers of macaroni and macaroni products, it has been announced by C. Frederick Mueller, executive vice president.

Mr. Kelly had been with General Foods Corporation since 1948, for the past 8 years as general traffic manager of the Maxwell House Division.

He is a native of Jersey City and has resided in Bergenfield, New Jersey, since 1950. He attended the University of Newark, and served in the U.S. Navy during World War II.

**Marketing Manager**

The appointment of Thomas J. McNeil as marketing manager for the Braibanti Macaroni Machinery account was announced by Ralph W. Hauenstein, president of Lehara Corporation, United States representatives of Braibanti.



Robert H. Raaf

Mr. McNeil, who joins with Charles F. Moulton and Joseph Santi in Sales, has been associated with marketing for several equipment and engineering firms and also served for a number of years in the United States Foreign Service in the Far East and Europe.

**C. C. Chinski Dead**

Charles C. Chinski, who just a year ago retired from active participation in the metropolitan New York flour business, died July 11 at his home in Pelham Manor, New York. He was 71. Funeral services were held Saturday July 13 in New Rochelle, New York.

On July 1, 1931, Mr. Chinski became New York representative for what was then the Commander-Larabee Milling Company. This association continued after Archer Daniels Midland acquired Commander-Larabee. He represented ADM on a full line of bakery flours and semolina.

As of July 1, 1962, Mr. Chinski discontinued the operation of the Chinski Trading Corporation which had served the New York market for 31 years representing ADM. His career in the flour industry extended over 45 years. He had continued as a consultant to ADM.

Sympathies go to his widow, Mrs. Neva Higgins Chinski; a daughter, Mrs. R. C. Hargrove; and a grandson, Reginald Hargrove.

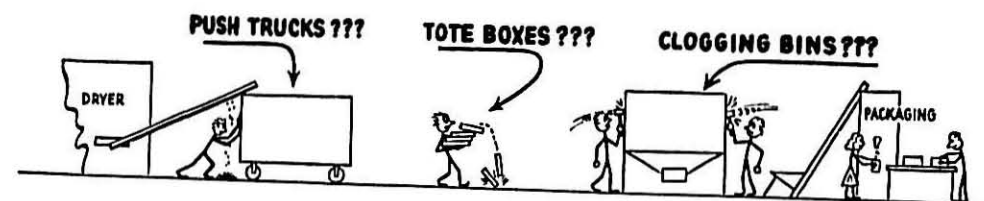
**Kellogg's Sales, Income Up**

Sales and net earnings of Kellogg Co. in the first six months of 1963 established new all-time records, according to Lyle C. Roll, chairman of the board.

Sales for the six months ended June 30, 1963, totaled \$163,100,782, compared with \$148,844,462 in 1962.

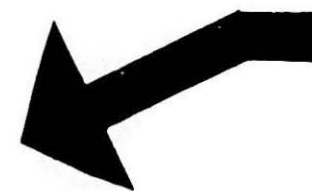
Net earnings in January-June, 1963, amounted to \$14,037,131, equal to \$1.55 a share on the common stock, against \$12,555,226, or \$1.38 a share, in the corresponding months of 1962.

What's in the 'MIDDLE' in Your Plant—between dryer & packaging ??



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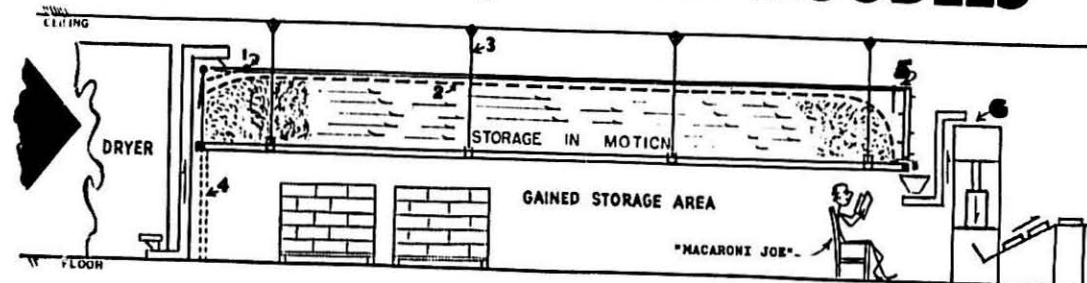
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- 2- Fill Height Noodles
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- 5- Pat. Draper Belt
- 6- Packaging Machine

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MANUFACTURERS' REPRESENTATIVE

Macaroni Equipment  
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Packaging Machines  
GARIBALDO RICCIARELLI  
Carton Make Up  
Carton Fill & Weigh  
Carton Closing



### Pellegrino Honored

Joseph Pellegrino, president of the Prince Macaroni Manufacturing Company in Lowell, Massachusetts, was honored on June 22 with the Distinguished Communal Service Award of Kiddie Kamp, a non-profit organization which this year celebrates 25 years of sending over 20,000 underprivileged boys of every race, creed and color to its summer camp on Lake Massapoag, Sharon, Massachusetts.

Pellegrino is being cited as the Man of the Year for "his devotion to the cause of Kiddie Kamp and for his leadership in the business and professional world."

The award was presented to Pellegrino at the Kiddie Kamp's Silver Jubilee Dinner in the Hotel Somerset, Boston.

### Pillsbury Supper Line

Pillsbury is testing a line of 20 different Family Tested Suppers, in Topeka, Kansas and Springfield, Missouri. The test is considered a major expansion by the firm into new areas on the supermarket shelf. Pillsbury, one of the largest milling companies in the country, produces flour, cake mixes and other related products.

The test is being promoted mainly through point-of-purchase displays. Local supermarkets reported the line is attracting at least as much attention from competing manufacturers as it is from consumers.

The 20 items in the line were found to be retailing at from 29 cents to 79 cents. They are put up in cans and packages or combinations of the two, depending on the item being presented. Some ingredients are dehydrated.

A typical price list was the following:



Sales Trophy Won. Anthony Contella (center), general manager of Prince Macaroni Company of Chicago, is shown receiving trophy for sales records set by his division in competition with other Prince branches. Making presentation are Joseph Pellegrino (right), president of the Prince Manufacturing Company, and Harry Meicke, company's executive vice president. Occasion was the semi-annual meeting of Prince division heads, including executives from New York City, Miami, Rochester, New York, Merchantville, New Jersey, Chicago, Lowell, Massachusetts, and Montreal, Canada. The two-day meeting at the Vesper Country Club in Tyngsboro, Massachusetts, outlined sales, merchandising and advertising plans for the balance of 1963.

ing: Beef stew, 55 cents; chicken stew, 69 cents; chicken and dumplings, 69 cents; corned beef hash, 45 cents; chili with beans, 39 cents; spaghetti and meat balls, 35 cents; tomato rice casserole, 39 cents; savory noodle casserole, 29 cents; Italian casserole, 39 cents; mushroom sauce with noodles, 49 cents.

Also tomato and mushrooms with spaghetti, 49 cents; chicken sauce with noodles, 49 cents; pork and rice barbecue, 79 cents; light tuna and noodles, 79 cents; gravy and beef with mashed

potatoes, 79 cents; beef and tomato macaroni, 79 cents; meat balls and gravy with potatoes, 79 cents, and spaghetti and meat balls with cheese, 79 cents.

Displays, provided by Pillsbury, are about 8 feet high and 12 feet across with three shelves. They are colored black and bear a clock at the top with the words, "When minutes matter . . . but it's got to be good — Pillsbury family-Tested Suppers." No other outside advertising or promotion was evident.

### Heinz Acquires Italian Firm

H. J. Heinz Company's annual report disclosed that the firm has acquired the capital stock of Societa del Plasmon S.P.A., Milan, Italy, leading Italian processed food company specializing in baby foods.

This is part of the firm's further estimated \$17,000,000 expansion into foreign business, according to Henry J. Heinz chairman.

Other moves include: Increased equity investment in H. J. Heinz N.V. in the Netherlands, subsidiary established in 1958; in Alimentos Heinz C.A., three year old subsidiary in Venezuela; and completed negotiations for purchase of the assets of Empacadora la Cumbre, S.A., Mexican food processing factory.

Plasmon baby food products include biscuits, cereals and pasta, as well as strained baby food in jars. La Cumbre produces a wide range of canned foods for the Mexican market.

THE MACARONI JOURNAL



FLOUR POURS

**FROM AIRSLIDE® CARS. ASK GENERAL AMERICAN. CHICAGO, FI 6-4100.** WHEN YOU SHIP FLOUR, SUGAR, STARCH AND MANY CHEMICALS IN BULK, YOU ELIMINATE CONTAINERS. YOU SAVE TIME, MONEY AND EFFORT. BUT THESE LOADINGS CAN BRIDGE AND PACK. THAT'S WHY WE DEVELOPED THE AIRSLIDE CAR. COMPACTED LOADINGS FLOW LIKE WATER WHEN "FLUIDIZED" BY THE ACTION OF THE AIRSLIDE. UNLOADING IS SIMPLE AND FAST INTO ANY KIND OF CONVEYING SYSTEM.



AIRSLIDE & DRY-FLO CAR DIVISION

**GENERAL AMERICAN TRANSPORTATION CORPORATION**

135 South LaSalle Street • Chicago 90, Illinois Offices in principal cities



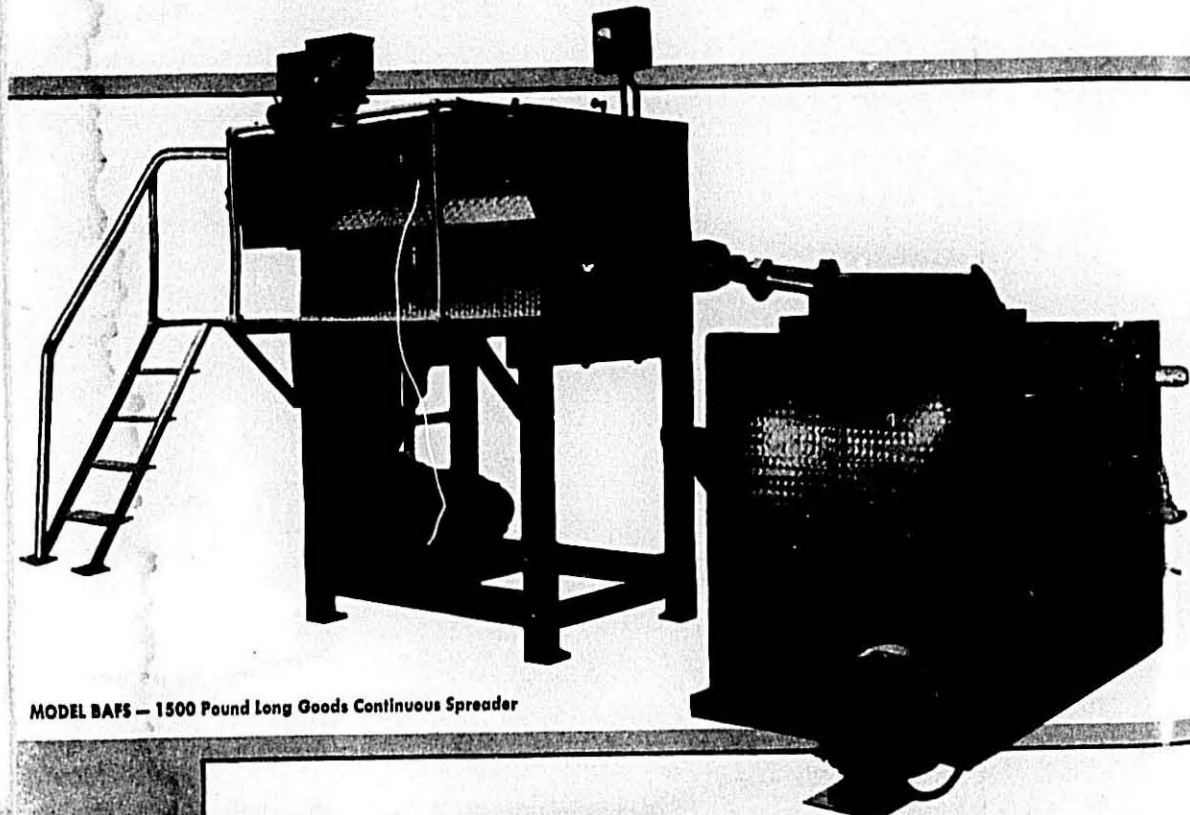
Look who's riding the bus! Posing as Uncle Jake in a 15-city bus poster campaign for Pennsylvania Dutch Brand Egg Noodles is C. W. Jack Wolfe, president of the company. You can't get much more authentic than that. David Nazionale, advertising executive, designed the poster.



**ANOTHER  
FIRST!**

**NEW SANITARY CONTINUOUS EXTRUDERS**

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

**\*NEW  
\*\*NEW  
NEW**

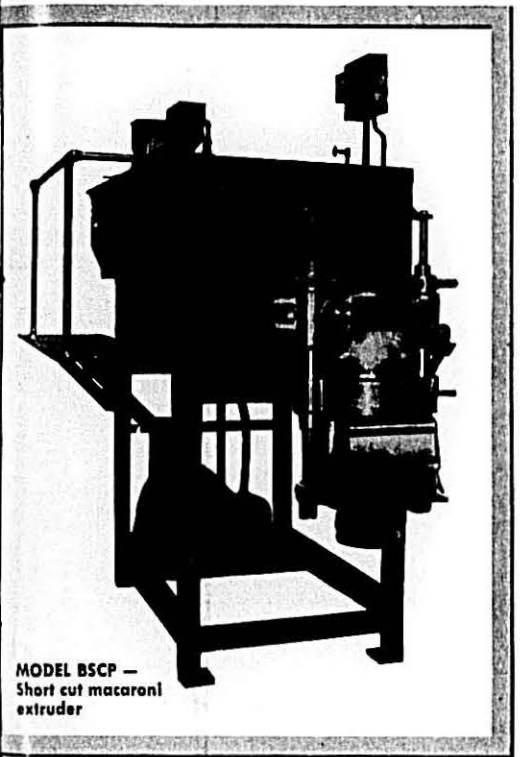
**POSITIVE SCREW FORCE FEEDER** improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

**3 STICK 1500 POUND LONG GOODS SPREADER** increases production while occupying the same space as a 2 stick 1000 pound spreader.

**1500 POUND EXTRUDERS AND DRYERS LINES** now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

\*patent pending  
\*\*patented



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

**SHORT CUT MACARONI EXTRUDERS**

- Model BSCP ..... 1500 pounds capacity per hour
- Model DSCP ..... 1000 pounds capacity per hour
- Model SACP ..... 600 pounds capacity per hour
- Model LACP ..... 300 pounds capacity per hour

**LONG MACARONI SPREADER EXTRUDERS**

- Model BAFS ..... 1500 pounds capacity per hour
- Model DAFS ..... 1000 pounds capacity per hour
- Model SAFS ..... 600 pounds capacity per hour

**COMBINATION EXTRUDERS**

- Short Cut ..... Sheet Former
- Short Cut ..... Spreader
- Three Way Combination

**QUALITY.....** A controlled dough as soft as desired to enhance texture and appearance.

**PRODUCTION...** Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

**CONTROLS.....** So fine—so positive that presses run indefinitely without adjustments.

**SANITARY.....** Easy to clean tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices, material testing and other services, write or phone:

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SINCE 1909



## What Consumer Studies Can and Cannot Do

by Trienah Meyers, Chief, Special Surveys Branch, Statistical Reporting Service,  
U.S. Department of Agriculture

I'VE been asked to talk about some specific examples of consumer research and how it can be used, but before I do, I'd like to make a few general remarks about it.

This is not a field in itself. It does not stand alone as a technique to answer marketing and sales problems. It is just part of the broader field of market research—just one of the "angles" one must look at to understand the success, or failure, or future, of your product.

### What Is It?

What is this field? Why do we need it? For many years businessmen like ourselves prospered without it. What can it do for you? Why are so many firms now willing to spend so much time and money on it?

Let me start this way. Every time management makes a decision it takes a calculated risk, and the economy has grown so large and so complex that it is almost impossible to make important decisions out of "personal judgment" alone. The consumer no longer meets the producer or manufacturer in a store or market to accept or reject products, to discuss satisfaction or complaints, and the gaps between consumer and producer continue to widen. In the retail store, the final distribution point, there is an increasingly impersonality. The growth of large self-service stores with the trend toward prepackaging now provides a situation in which a consumer can select a week's supply of food and never speak to a sales person to ask a question—or to express pleasure or to complain about available merchandise. This trend toward self service is also appearing in the textile field, in clothing and in household items. Even in stores where some sales people are present, they are often ineffective in communicating information either to customers or from customers back to management.

Research will never take the place of good judgment and imagination, but the successful executives today cannot and do not depend exclusively on intuitive judgment. They base their decisions on facts.

With the right kind of information you can reduce the risks involved in any venture by reducing the number of factors that have to be resolved on the basis of judgment alone. Critical information can be placed at your fingertips by marketing research.



Trienah Meyers

For management's purposes marketing research is the art of finding out who, what, where, and how to sell. There is nothing mysterious about it. It's an orderly factual approach to gathering answers to specific questions. Market research bears the same relationship to sales operations as engineering study bears to manufacturing operations.

### What It Can Tell You

To market efficiently, we need to know what we are selling and why we sell it; and negatively, why we fail to reach certain markets. We need to know the relationship of our sales to those of our competitors—sometimes the relationship of one food product to another, sometimes the relationship of a food product to a non-food product. We need to know what it takes to launch something new—what we must do in advance to assure ourselves reasonable success. In our large scale operation, one that involves a 50 billion dollar marketing structure, mistakes cost too much and may have far reaching effects beyond the experience of any one product.

From consumer research we can tell you who your customers are, their age, income, family size, and where they live. We can give you the same information about the people who are not your customers and can probe to discover why they do not buy your product, whether they buy from a competitor, or whether they are a hard core of non-users. It is also possible to find out what are the product's advantages

or disadvantages, in the consumer's eyes; reasons for infrequent use; and handling and storage practices which may affect its acceptability. In order to keep pace with the great advances in technology, new products, and marketing practices, it is frequently necessary to update earlier studies with contemporary research. Something that was true may not be true a short time later.

It's most important to gather this information directly from the consumer himself. Those who market particular commodities are often so close to their own products it is difficult for them to have an objective or detached view of the market situation. They tend to overestimate consumers knowledge of and interest in their commodity. On the other hand, when it comes to quality, they often assume, quite dangerously, that consumers aren't very observant, and this can be a fatal mistake because there is always a competitor who is interested in your market. They may also be so engrossed with immediate management decisions that they overlook emerging difficulties in parts of the market somewhat removed from their operations.

My interest in research doesn't mean just any kind, regardless of quality. We need good research; if it is poorly done it can be worse than none at all.

### Benchmarks

Some of the benchmarks of good research are:

- (1) Provision of sufficient time for all phases of the investigation to be conducted with thoroughness.
- (2) Thoughtful and critical delineation of the problem(s) to be investigated, and clearly defined problem statements that may be definitely supported or not by research results.
- (3) Use of research and analysis methods that meet the highest scientific standards; and
- (4) Last but not least, sufficient funds that the above may be done without compromise. Research designed to put out a fire is rarely as rewarding as that designed to prevent a fire.

Poor interpretation or poor implementation of good research negates its value. You must approach the results with an open mind; don't find only the interpretations that fit pre-conceived ideas. Look at the facts even if you don't always like them.

(Continued on page 24)

Here is the  
semolina  
you've wanted  
from **AMBER**



by Gene Kuhn  
Manager:  
AMBER MILLING DIVISION

Yes, the finest of the big durum crop is delivered to our affiliated elevators.

And only the finest durum goes into Amber Venezia No. 1 Semolina and Imperia Durum Granular.

We make Amber for discriminating macaroni manufacturers who put "quality" first and who are being rewarded with a larger and larger share of market.

These macaroni manufacturers tell us the consistent Amber color, uniform quality and granulation improve quality and cut production costs at the same time. Amber's "on time" delivery of every order helps too!

A phone call today will insure the delivery you want for Amber Venezia No. 1 and Imperia Durum Granular.

Be sure . . . specify Amber!



**AMBER MILLING DIVISION**

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: Midway 6-9433





## Consumer Studies— (Continued from page 22)

We've been doing consumer research in the Department of Agriculture for about 17 years, and we find that commodity groups use it in many different ways. It has been used to set up consumer education programs; to make improvements in packages; to change distribution; to establish advertising themes; to measure effectiveness of promotion; to estimate potential for new products; to provide guidelines for product improvement; and to ascertain consumer ability to discriminate quality differences.

Although each of the commodity groups for whom we've done research had different marketing problems, they had one interest in common: How to hold or increase sales. In addition, all of us have stressed the importance of the all powerful consumers and the need of increasing their satisfaction in the products they purchase.

Although we have not done any studies on your particular products, your executive secretary felt it would be helpful if I told you a little about some of the work we have done on other commodities.

### General Purpose of U.S.D.A. Consumer Research

The overall purpose of our work is to supply information on agricultural commodities or the end-product forms in which these commodities reach households, institutions or industrial consumers, regarding likes, dislikes, and the reasons behind these attitudes. These studies are usually done on representative samples of the different types of consumers and may be national, regional, rural, urban, or local in scope. Surveys are usually done by personal interview, using specially trained interviewers, and carefully worked out and pretested questionnaires.

Another type of research we do involves measurement of sensory factors that underlie the preferences of consumers and influence their buying practices. This involves such things as taste, texture and color.

These are used in helping to improve the actual marketing of products, providing information to help set grades and standards, and in pointing out areas for technological research in providing product characteristics which more closely satisfy consumer demand.

A number of types of studies are conducted:

(1) **Household Consumer Preference**—Many of these are national in scope and can provide producers and processors a direct line of communication about what is happening in the market place at the point of final use.

These studies involve consumers living in private households and may involve the homemaker, adult men, adult women, or mothers of children of specified ages. They may treat the household itself as the consuming unit or may involve individuals as the unit, depending on the objectives of the study, such as consumer preferences for potatoes, rice, citrus, peanuts, poultry, eggs.

(2) **Sensory Discrimination Studies**—These are studies designed to measure the ability of consumers to distinguish among different qualities of a product and the relative strength of preferences for different products or forms of products, etc. For example, colors, shapes, and sizes of packaging can be investigated to find those most pleasing, attractive and acceptable to consumers. Different forms of a product which vary in certain taste or texture characteristics also can be studied both to find out those differences which are distinguishable by ordinary consumers from those which are not, and to develop scales of relative preference for the discriminable forms.

Such measurements have wide application to problems of grades and standards as well as in product development and improvement work and the study of market preference and acceptance. This technique involves actual products, like frozen peas, frozen french fried potatoes, apple juice.

(3) **New Products**—In addition, there are the studies we do of the market potential for new products. This is a team job—laboratory—producers (advertising program)—retailers (who stock it) and the Department which conducts the retail store audit and consumer surveys. Examples are potato flakes, canned cooked rice, canned cooked bulgar, sweet potato flakes and recipes, artificially sweetened grapefruit juice, apple juice.

(4) **Industrial and Institutional Market Studies**—Studies of industrial and institutional consumers are basically like those concerned with households, except that these users may deal with agricultural commodities in a different form than that in which they reach households. They may use the raw product as it comes directly from the grower, receive it at some intermediate state in its processing, or may fabricate product forms into new items. The industrial market studies done under this work project may deal with all the firms engaged in a particular manufacture when this number is small or rely on scientific sampling if the industry is distributed among many firms. For any given industry the studies provide information concerning present practices and usages regarding the commodity being investigated,

amounts consumed, opinions about the shortcomings of the commodity and characteristics which are desired, estimates of expected trends in their own consumption, and relative preferences regarding a particular commodity and its competitors, reasons for likes or dislikes and intensity with which these attitudes are held. In conducting these studies the appropriate executives who are concerned in making decisions about the commodity in the various firms are interviewed, and when appropriate, volume data is obtained from the accounting departments. Examples of these studies would be shoes, automobiles, in-plant feeding.

### Other Research

This sums up our overall program, which except for an occasional question or two in a rice or potato survey has not been directed to your products. There are many projects one could design to help with your problems—but how many of you have studied the interesting data already available such as the former Quartermaster and now Armed Forces Food & Container Institute reports? They have run many taste tests and field studies and have asked many questions about food preferences—including macaroni products.

For dehydrated and regular soups, for example, taste tests measured reaction to specific ingredients in soups as well as reaction to dehydrated soups held for different time intervals and at different temperatures.

They compared taste preferences for soup made of rice with those using macaroni, and preferences for certain other ingredients.

In their large study of soldier preferences, which was an interview study rather than a taste test, they found that "macaroni, noodles and spaghetti" (6.58) scored just a little under the overall average for different white potato dishes (7.00) but over the overall average for rice dishes (5.47) and ever slightly over beans (6.14).

In their tabulations of macaroni served in different ways, various macaroni combinations scored as follows:

macaroni and cheese.....	6.65
macaroni salad.....	6.13
battered noodles.....	6.18
spaghetti with tomato sauce...	7.30

These figures point up a number of interesting implications. Whereas there is no great difference in soldier preference for macaroni salad and battered noodles, a significant preference for macaroni and cheese over macaroni salad is noted. Also, spaghetti with tomato sauce scores significantly higher with the servicemen than macaroni and cheese. Of the dishes they inquired about, spaghetti and tomato sauce ranked highest.

It is a rule of thumb among many food producers and technologists that a bland flavored product is more likely to gain high consumer acceptance than a stronger flavored formulation of the same product. In a taste test designed to study macaroni with different levels of cheese sauce strength, experienced technologists were surprised to learn that the cheese sauce strength they believed most desirable was actually much too bland—consumers preferred a far stronger macaroni cheese sauce.

### Regional Picture

As I looked at the regional picture for the soldier preferences, I found the boys who came from the Northeast, East Central and Southwest states were strongest in their preference for spaghetti with tomato sauce. This reinforces a general study on foreign dish popularity which shows the strongest preference for Italian dishes in New England, the Middle Atlantic and Pacific. Then, you can put this against the last food consumption study done by the USDA a few years ago which showed, in the spring of that year, that the highest proportion of families using macaroni, spaghetti and noodles were in the Northeast, North Central and West.

You can take comfort in the reliability of these studies and the general internal consistency they show, and I am sure you can take credit, to a large extent, for the level of consumption. However, instead of feeling comfortable, these data just suggest more work. You have actually capitalized on the easiest markets. That is, areas of high income where they have more money to spend on food, and therefore are more likely to innovate, to buy new products, and to eat out in the increasing number of restaurants specializing in foreign foods. Particularly in the eastern areas, you are also riding in on the established food habits of those with Italian background. What you need to do now is the hardest part—to bring the other regions into line.

In general, you know the overall trend in food consumption in the United States in the past years has shown an increase in use of meat, milk and eggs—at the expense of cereals, beans and potatoes. And, of the many products made from wheat only a few have been immune to a decline in per capita consumption. The most notable exceptions to this downward trend are macaroni products — which presents quite a remarkable market situation for you to build.

### Cautions

Based on the kinds of research about which I am most familiar—I would just add a few cautions: Ask yourself as you develop new products: Is it really better than existing products? Will it

expand the market or just substitute for some of your existing ones? If it expands the market — fine. However, even if it proves a substitute, carefully analyze the situation before you reject it. If it is a superior version it may help you continue to hold your present strong market position against the general down trend in grain products, and it is still a product worth considering.

In the future more women will be entering the labor market; and those who do not work outside of their homes are facing increasing demands on their time because the American housewife is expected to participate more and more in general community activities, in her PTA, in politics, and to know more and more about the world in which she lives. Because she will continue to spend an increasing amount of time outside of her kitchen, you will want to continue to capitalize on the easy, foolproof preparations of macaroni products, their compact storage, long shelf life, quality uniformity, year round availability and appropriateness for both hot and cold weather. Between these appeals and the many new recipes and products which can be developed for the prepared-food line, you have quite a challenge in your future!

### General Mills Buys Edible Bread Cup

General Mills, Inc., has acquired all rights to "Bunanza" food products, it was announced by General E. W. Rawlings, president.

"Bunanza" is the brand name of a baked product in the form of an edible bread cup. Various hot and cold foods, from chili beans to salad, may be served in the cup, which insulates against food heat and is eaten like an ice cream cone.

Owner and inventor of the product is Wesley Turner of Oakland, California, who will join the bakery flour sales staff of General Mills at Palo Alto, California. He will work on production and licensing arrangements for the product to bakery companies with retail and wholesale distribution.

The food cup, which requires a special type of baking pan and mix, will soon be available to both bakeries and food purveyors on a franchise basis through General Mills.

In commenting on the acquisition, Burton W. Roberts, vice-president and general manager of Sperry Operations in Palo Alto, said:

"The versatility of this product as a means of serving a variety of foods without utensils and with no waiting on the part of the consumer provides it with interesting and promising potential for quick food service in homes and institutions, especially in public places attracting large crowds. Prelim-

inary consumer tests have further indicated its popular acceptance although we will continue to test it in controlled market areas."

### Betty Crocker Rice Casseroles

Betty Crocker has added three new rice casseroles to her line of easy-to-prepare casserole dishes—Rice Provence, Rice Milanese, and Rice with Valenciana Sauce.

Surveys show that consumers eat 1.1 billion pounds of rice annually, with more families serving rice casseroles than any other type of casserole. In the three Betty Crocker rice casseroles, General Mills' Research food engineers have developed a novel rice. This new form of rice maintains the firmness and flavor of long grained rice, yet takes very little cooking time.

Each rice casserole has the "flavor of Europe" right in the package. Rice Provence, with its delicate balance of chicken flavor, onion, mushrooms, red pepper, and parsley, suggests a touch of southern France. Milan, Italy, inspired intriguing Rice Milanese with its special blend of cheddar and parmesan cheese. In Rice with Valenciana Sauce, the sauce so reminiscent of Valencia, Spain, is a rich blend of tomatoes, peppers, and herbs—in a can.

A tremendous advertising campaign supports the three rice casseroles with spectacular television commercials, filmed in Europe, appearing on the Judy Garland Show beginning September 29. Daytime network and spot announcements will begin September 15 and continue throughout the year. Print support includes full page four-color ads in the October and November issues of McCall's and Good Housekeeping, reaching a total circulation of 61,772,000.

Merchandising materials available include brochures, shelf talkers and in-store displays.

The advertising agency is Doyle-Dane-Bernbach.

### Marriages

Mr. and Mrs. William Patrick Dunne announce the marriage of their daughter Patricia Ann to Mr. William Joseph Freschi, Jr., on June 8 in Dallas, Texas. Mr. Freschi's father is a principal in Ravarino & Freschi, Inc., St. Louis.

Mr. and Mrs. John P. Zerega, Jr., announce the marriage of their daughter Kathryn Anne to Mr. Eugene William Schaeffer, Jr., on August 3 in Glen Rock, New Jersey.

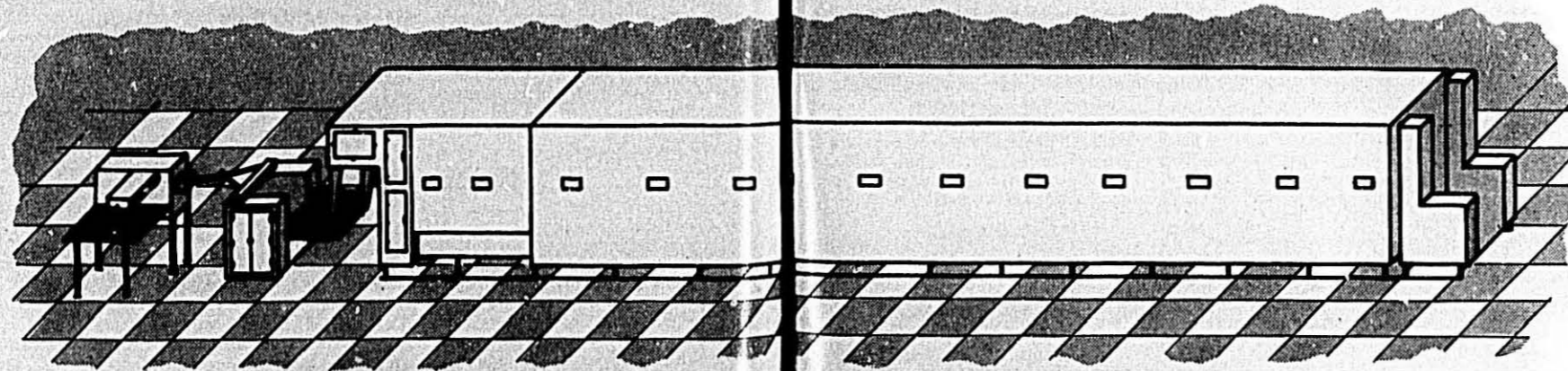
Mrs. Schaeffer's father is a principal in A. Zerega's Sons, Inc., Fair Lawn, New Jersey.



# DEMACO

ENGINEERING DOES IT.....

**THE ULTIMATE IN  
LONG GOODS DRYERS  
1500 LBS. PER HOUR**



**THE NEW DEMACO STRAIGHT LINE CONTINUOUS DRYER**

*Can be seen in operation by appointment*

**U**nconditionally Guaranteed  
Production—1500 lbs. per hour  
Demaco's new straight line  
drying and storage in one  
straight line from entrance to  
exit. Complete with Accumulator,  
sticks, and automatic stick return.  
**FULLY ACCESSIBLE FOR  
SANITATION.**

**DEFRANCISCI MACHINE**  
CORPORATION

46-45 METROPOLITAN AVE • BROOKLYN 37 N.Y.



## Sharpening Up Your Advertising Appeals

by Louis J. Nelson, Jr., Wade Advertising, Inc.

SOME of the work we have done for Miles Products illustrates a variety of ways in which research is an integral part of our creative selling efforts. Let me tell you about our advertising strategy for One-A-Day Brand Multiple Vitamins, the leading brand of supplemental vitamins on the market. Over the years we have done much research work in connection with the development and testing of advertising copy of One-A-Day. Most recently we conducted a survey of homemakers. Without going into detail about the methodology of this One-A-Day study, let me tell you about the findings.

We determined that the major problem in consumers' minds today about supplemental vitamins is that they don't understand what vitamins are and how they work. We put two and two together, namely this lack of knowledge about vitamins and the fact that price-cutting brands were beginning to make inroads into the market, and have come up with what we feel will be a most successful series of television commercials for One-A-Day Brand. These have not yet appeared on the air but will shortly be run in a major test market.

### Emphasis on Quality

The emphasis in this series of commercials is upon the high quality of One-A-Day Brand Multiple Vitamins. Since we have found that a good explanation of what vitamins are and how they work may be somewhat involved for a 60-second commercial, we have decided to strengthen consumer confidence in our brand through this pharmaceutical quality approach.

The One-A-Day story illustrates one type of copy development research, namely the evaluation of the respective strengths of copy concepts already developed by the creative people. Another aspect of the copy development research is that which assists the Creative Departments in finding and defining copy approaches which might be appropriate.

An outstanding example of this, also for Miles Products, occurred several years ago for Alka-Seltzer. In 1960, after 30 years of continuous sales growth, signs of a downward trend in share of market for Alka-Seltzer began to appear. The research effort in this case did not involve only a consumer survey nor was it restricted solely to the efforts of the Research Department. A major analysis of competitive advertising claims was undertaken



Louis J. Nelson, Jr.

jointly by Wade and Miles. We found that the competition was pouring more money than ever before into the field, and that they were making strong and noisy claims with hammers, lightning bolts and coiled springs to demonstrate headaches, and various kinds of glass tubing to demonstrate stomach disorders. Wade and Miles had always shied away from this hard-sell type of advertising. At this point consumer research was undertaken and we found that the public was becoming very irritated with this type of selling, particularly the mechanical devices being used.

### Capitalize on Competition

On the basis of this analysis and the findings of the research, we turned the liabilities of these product claims and mechanical demonstrations into a highly successful television commercial for Alka-Seltzer.

The ultimate value of this creative approach was the utilization of our competitors advertising dollars to help advertise Alka-Seltzer. Every time the consumer saw a pounding hammer or a lightning bolt or a coiled spring or a glass stomach tube on a competitive commercial, he immediately was reminded of Alka-Seltzer.

### Creative Copy

I have described to you a number of instances in which sound research has been used creatively for the development of successful advertising copy. Let me emphasize that point again. We believe strongly that the important ingredient in advertising research is the creative usage of the

research findings. Research practitioners have developed many excellent tools to evaluate, screen, sort out and test advertising copy. The critical task is putting to good use the information which the research brings to the agency. I have demonstrated to you how we have been able to do this for well established products and brand new products.

Let me briefly summarize how and when research can assist the writers to create vital and sales producing advertising. First, through the use of intensive attitudinal research and exhaustive analysis of each of the interviews it is possible to bring to the writers attention new selling propositions around which to build his message. Often we will tape record interviews of individual persons or groups of persons to be brought directly to the ears and minds of the writers. Second, we do use research to screen and sort out from the many copy ideas which are developed those which appear to be worthy of further work and development into rough commercials and ads. Third, we employ research to test consumer responses to the nearly finished commercials and ads before they go into final production. Fourth, although this is frequently the function of the client, we conduct various kinds of research experiments in the markets during and after the appearance of the advertising to determine its ultimate effectiveness.

### Object: Sales

Let me present you with a simple but valuable ladder which our Research Department uses in approaching copy problems.

This ladder presupposes that very little consumer advertising directly and instantaneously induces the purchase of the product being advertised. It also presupposes the concept that every ad has a discreet and clear cut objective which must be clearly stated before its effectiveness can be evaluated. An ad or a commercial could be aimed at any one of these general areas of influence:

1. Making consumers aware that the product exists—"Familiarity."
2. Telling the consumers something about the product, its features and characteristics—"Knowledge."
3. Creating a favorable image about the product in the minds of the consumers—"Favorable Attitudes."

(Continued on page 30)

THE MACARONI JOURNAL



## HOW TO KEEP YOUR VITAMIN ASSAYS IN LINE

Start right with Wallace & Tiernan's quality controlled "N-Richment-A"®. Whether you feed it in powder or wafer form, NRA gives you uniform enrichment.

With a uniform product, the next step is uniform addition. The W&T NA Feeder has been proved by over 30 years of mill operation. Set it for a few ounces to 10 lb. per hour and it never varies. It feeds "N-Richment-A" consistently, accurately, dependably.

The right enrichment . . . the right feeder. Combine them, and you can't miss on vitamin assays.

Offices and warehouse stocks in principal cities.

Or write Dept. N-122.53.



WALLACE & TIERNAN INC.

NOVADEL FLOUR SERVICE DIVISION  
28 MAIN STREET, BELLEVILLE 9, NEW JERSEY



something good is cooking—

for next month

Picture Tour Thru San Giorgio's New Plant, Merchandising Macaroni in the Supermarket,

Selling to the Institutional Field . . .

Do you know someone who should subscribe?

**MACARONI JOURNAL**  
P.O. Box 336, Palatine, Illinois

SEPTEMBER, 1963

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

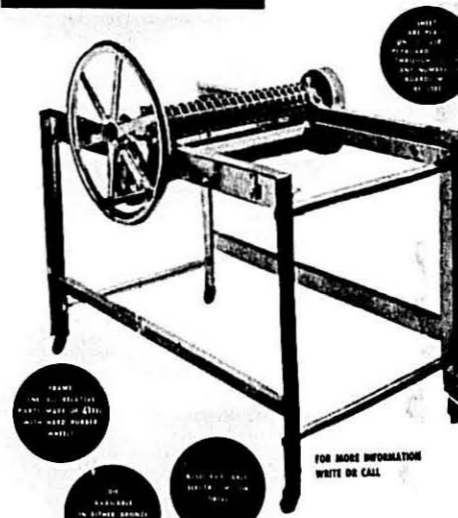
Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director  
156 Chambers Street  
New York 7, N.Y.

### RAVIOLI MACHINE

FORMS 162 11" x 11" RAVIOLIS on each revolution of the bronze die.



FOR MORE INFORMATION WRITE OR CALL

**Bianchi's Machine Shop**

221 Bay Street, San Francisco 11, Calif.

Telephone Douglas 2-2794

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**Sharpening Up Advertising—**  
(Continued from page 28)

4. Convincing consumers that the product is better than others available—"Preference."
5. Stimulate the actual purchase of the product—"Purchase."

Of course there are many problems and intermediate steps between the five points I have listed here. However, the function of any advertising is to move consumers from somewhere on this scale up to the ultimate of purchase. What the specific strategy will be, of course, depends upon the history and position of the product in the market.

**Selling Family Flour**

Your problem is to sell your brand of macaroni and spaghetti to these people. Ours at Wade is also to sell our brand of flour to those millions of women who like to bake for their families.

I'd like to tell you a little about some of the pre-research we do at Wade before putting together an advertisement for Robin Hood Flour.

Research can never make the perfect ad. But in the hands of a good copy writer and art director, research becomes an invaluable guide. We use two techniques of research to assist our creative people in preparing Robin Hood ads. First, we let the housewife select the food subject for ads; second, through Daniel Starch and Associates (a national magazine rating organization), we research food advertising in publications edited for women to determine the best format for presenting food subjects.

Our method for selecting food subjects for ads is relatively simple, but has proved very effective. When you include all of the baked goods categories, you have practically every possible home use of flour. Thus when you add miscellaneous desserts, about all that is left is bread.

We first sit down with the Robin Hood people and decide which basic categories will be included in the advertising campaign for the next year. This is a judgment matter, but certainly not pure guesswork. For example, since the advent of cake mixes, the biggest single use of family flour is for cookies. You will almost never find a Robin Hood Flour campaign that doesn't include at least one ad on cookies. Cakes are still important and so are pies, and, biscuits are a big item in the South.

Once the decision is made on the basic subjects to be used, the Robin Hood folks supply us with about five

recipes in each category. These recipes are selected with an eye to what is different from the ordinary but still relatively easy for the average home baker to make. Robin Hood kitchens then bake up samples and shoot rough color shots of each item.

The photographs, recipes and a questionnaire are then taken to supermarket parking lots in at least two cities, one in the North and one in the South, and woman shoppers are interviewed just before or just after they shop. In the past two years we have conducted 2,062 interviews on 11 categories consisting of 55 baked items. Results of these surveys gave us the subjects for six different ads.

**Series Sequence**

Let's follow one of these series through from start to finish.  
cherry nut chiffon cake;  
chocolate cream cake;  
lazy daisy cake;  
mint marble cupcakes;  
spice meringue cake.

Here we were checking out five possible cake subjects for use in our 1964 fiscal year advertising program. All are a little different from the average cake. The women interviewed were shown these pictures of the cakes. The order in which the pictures were shown was rotated in each interview to minimize the advantage of being first or last item presented. Then the women were asked these questions:

1. If these cakes were pictured in a woman's magazine, which one do you think most women would look at first? Which one last?
2. If you were at a bake sale and all of these cakes were on sale, which one would you be most likely to take home?
3. Which appears easiest to prepare?
4. Which appears most difficult to prepare?
5. I have a limited number of recipes here. You may have any one of them. Which would you like?

**Checking Answers**

The questions were interspersed with questions on when cakes might be served and how often she has baked something from scratch in the past month so that each key question was not immediately followed by another. Thus each answer served as a check on previous answers.

The results were fairly close in most categories. It came down to two items: chocolate cream cake and cherry nut chiffon cake. In three questions these two items were very close, with chocolate cream cake having a very slight edge. The issue was decided by two questions: which appears most difficult to prepare and which recipe would you

like. Over three-quarters of the 200 women interviewed felt cherry nut chiffon cake would be the hardest to prepare, while only one woman felt that way about chocolate cream cake. Maybe the ladies were wrong in this or maybe they were right. The point is that if they felt so strongly that the cherry nut cake was hard to make, it is logical to assume they would skip right by any ad they saw featuring that item. Even a bold headline like "Easy to Make" probably would not stop them.

Second, over 60 per cent more women asked for the chocolate cream cake recipe than the cherry nut recipe. So the winner was the chocolate cream cake.

The winning recipe in this group was a winner in all questions, in some by a wider margin than in others.

**Ground Rules**

What ground rules do we use for actual preparation of the ad? Today the average consumer is assaulted by over 1,500 advertising messages a day—direct mail, television, radio, magazines, and so on. He is urged to buy stocks, enlist in the Marines, try Gallo wine, eat at Stouffers, vote Republican, fly the flag on the Fourth of July; buy a new house, save his teeth with Crest, build a boat, vote Democratic, retire on \$300 a month, lose weight, close cover before striking, keep off the grass, and fly to California on United Air Lines.

To be heard or seen amid this welter of messages, an advertisement must have bite. It must have that extra something to make it reach the eye or ear of the prospective customer and be remembered.

Again, we use research only as a guide in making our ads, because some of the best ads violate some of the rules. However, we have made a very careful analysis of readership scores of food ads in women's magazines as reported by Starch.

**For A Good Food Ad**

The outstanding characteristics of leading food ads are:

1. Size of food illustration occupies over two-thirds of ad space.
2. Unusual dishes are featured.
3. Copy is dominated by one specific headline.
4. An action theme is built into the headline.
5. Copy is relatively short.
6. Recipes are used.

You can see there is plenty of latitude for creative people to operate within this framework. And no one will beat them over the head for violating one of more of these rules for good reason.

**Capacity:  
1500 lbs.  
per hour**



**New BUHLER press has increased capacity**

Macaroni manufacturers in the USA and Canada are satisfied owners of more than 100 BUHLER Presses. Altogether, a total of approximately 1,000 BUHLER Presses are in operation throughout the world.

**Only Buhler has these features:** Here are four new developments which make the BUHLER Press an even more profitable machine for you to own.

**Only one Mixer.** BUHLER Presses have only one large double shaft mixer with positive feed into the extrusion elements. You can easily inspect the mixture at any

time. No complex vacuum sealing system is required for flour feed and mixer.

**Positive Feed.** This important new BUHLER innovation keeps a steady flow of mixture moving through the vacuum chamber into the extrusion elements. Tests show this positive feed has increased press capacity up to 20% without increasing the auger speed. You can process dough as soft or as hard as you wish.

Some owners report production consistently exceeds 2,000 lbs. per hour although the presses are rated at 1,500 lbs. per hour.

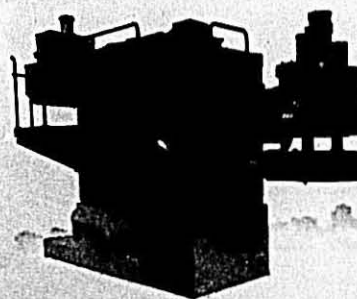
**Extremely efficient Vacuum.** The product is completely de-aerated in a vacuum chamber located between mixer and extrusion elements. Because the new design virtually eliminates leakage, the new BUHLER Press needs only about 1/4 the vacuum

pumping capacity of other presses...while maintaining a higher vacuum.

**New Screw Doser.** This fourth BUHLER improvement consists of a dosing device connected directly to a water metering wheel. This guarantees that the mixing ratio between flour and water remains constant regardless of operating speed.

**Can be installed on present Presses.** The new BUHLER Mixer, Positive Feed, Vacuum System and Screw Doser are now standard equipment on each new BUHLER TPM Press. They are also available for installation on your existing BUHLER Press.

If you would like to learn other ways you can improve the quality of your products at the same time you are increasing output and efficiency of your plant, write or call BUHLER today!



Complete Macaroni Plants by  
**BUHLER**

**100 YEARS**  
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Dr. Margaret Jane Brennan  
Mansfield State College  
Mansfield, Pennsylvania

Miss Kathryn Bruce  
National Restaurant Ass'n.  
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Spartan Stores, Inc.  
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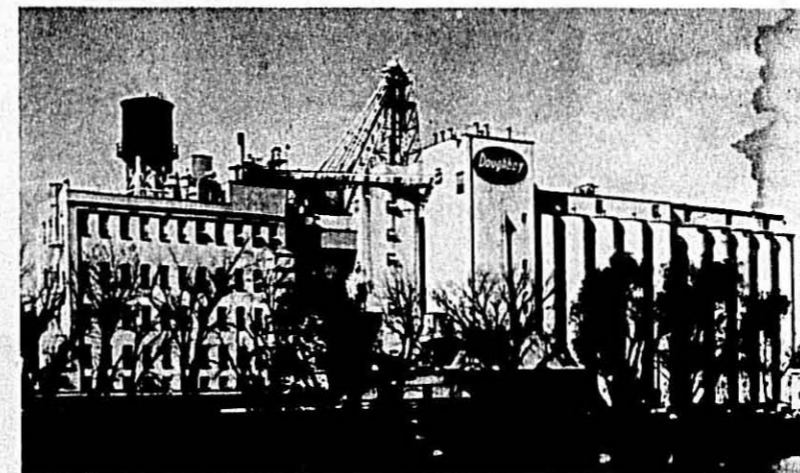
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## The Impact of Industry Sponsored Teaching Aids

by Margaret Jane Brennan, Chairman, Home Economics Department, Mansfield State College, Mansfield, Pennsylvania.

HOME economics teachers welcome the interest and support given by organizations such as the Durum Wheat Institute. I am happy to be here with you and will try to give you my impression of the impact of business sponsored materials in the educational field.

Public relations for the classroom teacher is a person-to-person kind of communication. Don't look for an evaluation of it in bulging scrapbooks of newspaper clippings nor in Madison Avenue surveys. It can't be found by the popularity rating of the schools television efforts or even in the dollar and cents savings emanating from a successful promotional campaign. Teachers are concerned with stimulating the minds of their pupils to think and to improve their interest and ability in problem solving.

### Women's Role

Home economics is particularly interested in the newer aspects of change and how families are affected by these. Home economics must continue to be concerned with the role of women, problems of families and homes. Home economics came into existence in the early 1900's in response to these needs of society.

In education for a world of change, there have been many references made to the population explosion, the mobility of families, industrial and scientific development, automation, earlier marriages, more women working, and the changing roles within society.

Margaret Meade has said, "The important things in modern economics and industrial life are those not yet known. Much of education must become a process of sharing knowledge as we get it, rather than translating it later."

In regard to this concept, I believe that business-sponsored materials make a valuable and unique contribution. For example, let's look at those prepared by the Durum Wheat Institute.

The film strip "Penny Saving Macaroni Menus" presents graphically what to teach, how to do it and the "big ideas" or important concepts to the teacher, the student and the homemaker.

The recipes in Penny Saving Macaroni Menus are explicit, easy to read, and tempting for the homemaker to try.

Recipes which require quick and simple preparation fit into the teacher and home demonstration agents limited class-time and appeal to the homemaker. College and high school students are also interested in these materials.

### Growing Numbers

According to figures from the United States Office of Education bulletin, Home Economics in Institutions Granting Bachelor's or Higher Degrees—1961-62:

- Home economics programs leading to a bachelor's or higher degree were offered in the fall of 1961 by 436 institutions, and 427, or 97.9 per cent, of them furnished data for this report.
- Enrollment in home economics for fall 1961 totaled 86,053 students, of which 6,003 were men and 80,050 were women. These women represented a fraction more than 10 per cent of all degree-credit women students enrolled in the 427 institutions in the survey.
- The 1961 enrollment of all resident students in home economics increased 8.6 per cent over that of fall 1959, and for the same period the number of graduate majors increased 7.3 per cent.
- International students made up about one per cent of the total enrollment in home economics. These 872 students were studying in 203 institutions throughout the country. However, more than one-half of them were in 11 states.
- A total of 9,151 degrees were granted in regular sessions 1960-61 and in summer session 1961. Of the total, 8,187 were bachelor's, 912 master's and 52 doctor's.
- The 912 masters degrees granted during the 1960-61 academic year are 13.4 per cent more than the number reported for the previous biennial survey.
- Nearly all of the institutions, 98.7 per cent, offered preparation for teaching home economics. Approximately three-fourths provided



Margaret Jane Brennan

preparation for occupations in business and industry, nearly two-thirds for the Cooperative Extension Service, and more than one-half for dietetics.

These statistics indicate the impact such materials may have if used at the college level. In our college we use them in foods classes when studying cereals, planning meals, for tips for giving demonstrations and for home management students who are living in the apartment and want to try new, easy-to-prepare, inexpensive dishes. For our School Lunch Workshop this past summer, we had 50 cooks, managers, and other school lunch personnel participating. Many of them were eager to try in their own cafeterias the foods which they had prepared and had for lunch during the workshop. Recipes such as yours are appropriate and well accepted by groups such as these.

### Extension Agents

The Agricultural Extension Program includes 5,228 home demonstration agents, program specialists and 4-H leaders. All of these leaders are home economists and contact—directly and indirectly through lay-leaders—many adults and youths from rural and urban areas. There is an out-of-school program and one which is being redesigned to the needs of space age families—both white collar and blue collar—for

THE MACARONI JOURNAL

this age as uniquely as it served the 1900-1950 era.

Their materials reach into many homes not touched by other sources. Well illustrated visual aids which supply accurate information and well tested recipes are of value, particularly when these recipes are easy to follow and guaranteed for success and taste appeal.

### About Education

This group would find use for the following materials:

**Specialties of the House Cookbook.**

**Tricks and Treats with Macaroni Foods**—both the film strip, the narration guide, and the recipe book.

**Durum Wheat Notes**—a monthly newsletter which is well written and contains ideas of interest about using durum foods together with meal planning suggestions, recipes and seasonal hints.

All of these are presented cleverly to attract the reader.

### On the Other Side

Speaking from the other side of the desk, when I was with the Institute as western representative, I could tell about many experiences using materials such as these. Food editors welcomed them and were eager to mention their availability on the women's page and on the Thursday feature.

Television programs on which I appeared and actually prepared the dishes were extremely popular. The complete supply of materials which had been ordered was often exhausted because of the requests of the viewers. Extra supplies had to be rushed to meet the demands. There was ample evidence from return request tear sheets from metropolitan food editors, and from utility home service groups that these materials were being used.

Speaking of the home service departments, these groups of home economists work with consumers and with salesmen for appliance companies. They find great use for educational materials, well tested, with consumer appeal.

It is difficult to ascertain how many valuable impressions about products can be credited to these areas. The survey prepared by the Reuben H. Donnelley Corporation credits 10,000,000 adult homemakers.

In addition, they also work with youth in their summer programs and during the year as part of their service with schools in introducing new model appliances.

While working for the Durum Wheat Institute I also found out that school lunch directors were happy to receive these publications. As a result, there was a demand for participation for

talks and demonstrations at workshops. Oftentimes I found myself heavily scheduled. Had jets been available, I could have made better connections! It was a stimulating and interesting experience, and an association I enjoyed particularly and one of which I was very proud.

Harold Taylor in an article entitled "The Arts in Education" (1) states that: "Learning that is fundamental for education has as a basic prerequisite for the pupil to become so involved in whatever is to be learned that facts, ideas, and experiences, events, and subject matter collect in the mind of the learner the way iron filings fly to a magnet. If the magnet is dead, you can expose it to the iron filings forever and nothing will happen. The creative element in human experience is the element which puts the current in the magnet, which gives meaning to experience, which makes sense of the ordinary flow of day to day life, which helps to establish the sensitivity to ideas and to human values without which life would remain empty."

Educational materials such as these which are well prepared and engaging to the learner simplify the task of the teacher whether it be in the classroom, in the extension group, or in the adult class. These materials appeal to the senses and the intellect of the learner and teacher alike. They provide incentive for the homemaker in feeding her family at relatively low cost in appealing ways.

In my opinion, such sources are truly educational and of value to educators and to the American families.

As Dr. Malott, President of Cornell University stated: "In the face of transition the family remains as it must, the foundation upon which our individual character and, therefore, our society is based."

Educational agencies serve as a valuable outlet for well prepared materials designed to reach the consumer. In turn, such materials, are of value and are welcomed by the educator at every level.

My congratulations and admiration for your continued efforts along these lines. Don't stop now; much remains to be done. In my opinion it is best done cooperative through the joint efforts of the educator and the manufacturer and trade association.

1 Taylor, Harold "The Arts in Education." Teachers College Record Vol. 65, No. 3, pp. 167-176 (Dec. 1961).

### International To Go Public

International Milling Co., Minneapolis, a privately-held company since it was founded in 1892, has announced plans for a public offering of its common stock. In the past, common stock has been owned by about 350 management employees.

No definite time for the public offering has been set. The number of shares to be offered, the initial offering price and the underwriting terms have not yet been determined. However, the offering is expected to consist of both a primary offering on the part of the company and a secondary offering by present stockholders, said Chas. Ritz, chairman and Atherton Bean, president.

"At an appropriate time the company expects to file a registration statement with the United States Securities and Exchange Commission covering the proposed offering," they said.

Underwriting the public offering will be Kidder, Peabody & Co., Inc., New York. Proceeds realized by the company will be used for expansion, wider diversification, new product research and short-term debt retirement.

International has assets of \$130 million and employs 4,700 people. One of the world's largest flour millers, the firm has a total daily flour capacity of 126,400 hundredweights. International has operations in five countries including 40 flour and feed mills, five terminal grain elevators and an ocean shipping dock.

A leading supplier of flour and prepared mixes to the United States baking industry, International also mills Robin Hood Flour, and produces a complete line of formula feeds under the Supersweet brand. The company is a major producer of flour, oatmeal and cake mixes in Canada.

### Food Facts—

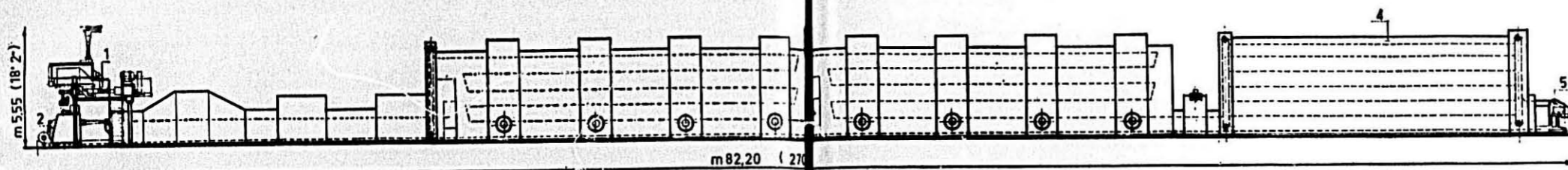
Rice production in 1962 was 19 per cent above production in 1961. Record yields along with a 10 per cent increase in acreage over the previous year boosted the crop to a new peak.

New on the market are sweet potato flakes—an instant food product developed to revive interest in sweet potatoes. Consumer tests indicate that the sweet potato flakes will prove of interest to homemakers because of the convenience factor and the high level of flavor in the instant product.

Frozen concentrated fruit juices are showing a rapid gain in popularity, reports the U.S. Department of Agriculture. Last year, purchases of orange, grape, grapefruit, and pineapple concentrates rose 16 per cent.

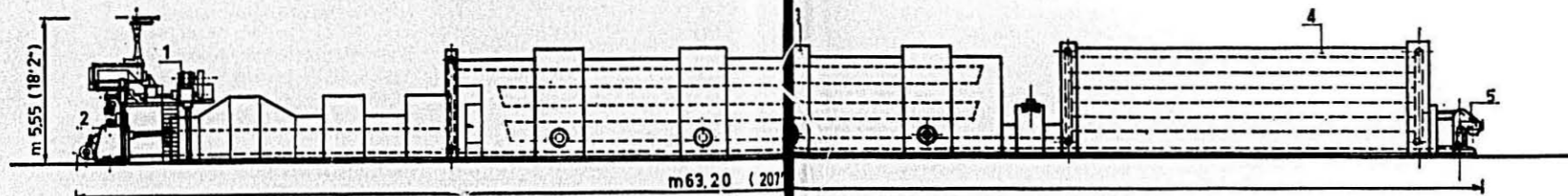


AUTOMATIC LONG MACARONI LINE (53,000 to 55,000 lbs. in 24 hours)



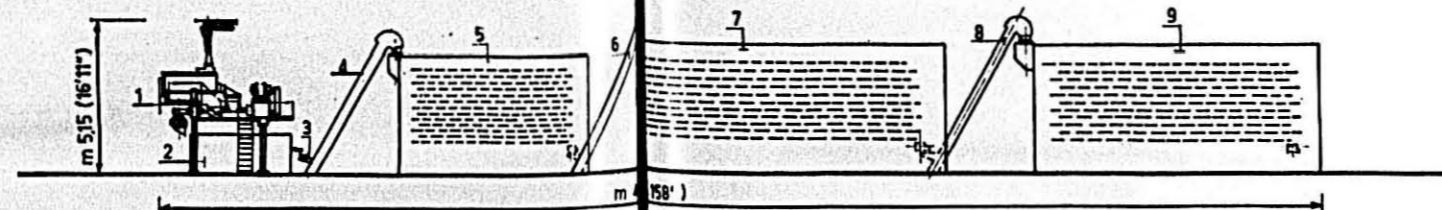
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|--|--------------------------------------|
| 1. Cobra-1 automatic press                       | 4. Stabilization bin and storage     |
| 2. Double spreader "B" for 8'2" (2.50 m.) sticks | 5. "Ultravelox" stick stripping unit |
| 3. GPL/5PV/250/D/ 25 ton drying tunnel           |                                      |

AUTOMATIC LONG MACARONI LINE (33,000 to 35,000 lbs. in 24 hours)



- |   |                                      |
|---|--------------------------------------|
| 1. Cobra-1 automatic press                      | 4. Stabilization bin and storage     |
| 2. Double spreader "B" for 8'7" (2.0 m.) sticks | 5. Multiple cut stick stripping unit |
| 3. GPL/5PV/200/ 18 ton drying tunnel            |                                      |

AUTOMATIC SHORT MACARONI LINE (about 44,100 lbs. in 24 hours)



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|-----------------------------|------------------------------|----------------------------|
| 1. Cobra-c automatic press  | 4. Inclined elevator         | 7. Teless 12/11 band dryer |
| 2. 2TS/5 shaking pre-dryers | 5. Intel/7/13 band pre-dryer | 8. Inclined elevator       |
| 3. Vibrating conveyor       | 6. Inclined elevator         | 9. Teless 11/11 band dryer |

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THE MACARONI JOURNAL

U.S.-CANADIAN REPRESENTATIVES:  
LEHARA CORP., 60 E. 42ND ST., NEW YORK 17, N.Y.

SEPTEMBER, 1963



## WAY BACK WHEN

### 40 Years Ago

• Manufacturers in general, and macaroni makers in particular, were warned to watch out for questionable expositions in Italy by the Department of Commerce. Fake diplomas and medals were being sold as a racket.

• New printed products appeared on the market. Macaroni pressed into the shape of jockey caps and flowery fluted shells were offered by Tommassini of Milano. His process for printing pasta was patented in the United States as well as Italy.

• Colored macaroni on the Pacific Coast appeared after government standards had been relaxed as "non-enforceable." Semolina millers as well as quality macaroni manufacturers protested vigorously to put an end to the practice.

• The wonders of macaroni were lauded by the Worcester, Massachusetts Telegram. "This light-eating hot weather season is the time to lean toward the Italian dish in some form or another," advised the food editor.

• It was reported that the durum harvest would come to approximately 50,000,000 bushels as compared to 80,000,000 in 1922. The carryover of 5,000,000 would bring the total bushels to 55,000,000 for 1923.

### 30 Years Ago

• The New Competition of efficiency, service and quality was to permanently supplant cutthroat practices. All signers of the National Recovery Administration Code agreed to "do their part."

• Blue Eagle emblems were not recommended for packaged products. The Association ran a questionnaire on package sizes in the event that standardization should become desirable.

• The twelve regional organizations for the Macaroni Code were progressing, and B. R. Jacobs in Washington was spending practically all of his time and facilities on studying the Code and encouraging a favorable hearing thereon.

• Approval of the Macaroni Code and several others had been unduly delayed because of an unfavorable attitude of the Consumer Division of the Agricultural Adjustment Administration toward provisions dealing with minimum costs or base selling prices.

• Most leading noodle manufacturers in the country had switched from the use of dried eggs to either eggs freshly broken or frozen eggs specially supplied them. Manufacturers felt the quality of their products was improved due to this change.

### 20 Years Ago

• Official recognition was given to macaroni products in their wartime role as energy foods for service men and civilians.

• The War Food Administration was holding hearings on a proposal to require all white flour to be enriched with vitamins and minerals. Department of Agriculture's experiments showed some of the added value of enrichment is lost when macaroni is cooked in customary quantities of water. They suggested it can be cooked in a much smaller quantity of water with just a little more care, and the little surplus water used to thicken gravies and sauces.

• "There is no priority on food ingenuity," and housewives all over the country were calling for macaroni victory recipes from the National Macaroni Institute.

• Fifty-six manufacturers formed the National Soup Mix Association, with L. J. Gumpert of B. T. Babbitt, Inc. elected president.

• A paper on the effect of sprout damage on the quality of durum wheats, semolina and macaroni was written by R. H. Harris, Glenn S. Smith, and L. D. Sibbitt.

### 10 Years Ago

• Spaghetti with Tomato Sauce was the Number One favorite of kids in more than 1,500 families surveyed by the American Spice Trade Association.

• The request from the National Macaroni Manufacturers Association calling for an exemption of Amber Durum Wheat from any acreage restrictions because of shortage was turned down by the Department of Agriculture.

• After an extensive field trip throughout the spring wheat area, Don Fletcher declared: "Stem rust is epidemic."

• A Seashell and Elbow was pictured in an ad by Parade Publications with the caption: "What do they call this in Wichita? They call it macaroni, just as they do in Boston, Detroit, or San Diego. We learned this simple fact the hard way. Our food editor prepared a dinner menu built around macaroni as the main dish. We painted a mouth-watering picture of it, with the recipe and a headline reading: 'Please pass the pasta.'"

"Some people may think this is smart writing . . . but many of our readers didn't know what we were talking about. Parade is mass, not 'class.' That means when you talk about macaroni, call it macaroni."

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**FOR SALE**—Macaroni Trucks. All steel construction, 4-inch ball bearing swivel wheels. Height 81 in., width 36 in., length 55 in. John B. Canepa Co., 312 W. Grand Ave., Chicago 10, Ill. Superior 7-1061.

**FOR SALE**—Equipment for a complete macaroni plant 1000 lb. production. Long goods press, short goods press and noodle cutters. Long goods and short goods preliminary dryers. Long goods rooms, Lozzaro tray dryers, macaroni dies, stamping machines, and Flour Handling System. Reasonably priced. Box 208, Macaroni Journal, Palatine, Ill.

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### American Foods Displayed

A market promotion and test-selling exhibit of American foods is planned for the 1963 international fair in Cologne, Germany September 21-29. The United States exhibit will occupy about 20,000 square feet, with its central feature being a self-service market where products of American firms will be demonstrated and sold to fair visitors.

Trade groups joining with USDA in the Cologne fair cooperative project include the Grocery Manufacturers of America, the Institute of American Poultry Industries, the Dairy Society International, the Soybean Council of America, the U. S. Rice Export Development Association, the Millers' National Federation, the Honey Dealers and Packers Association, and the U.S. Fruit industry.

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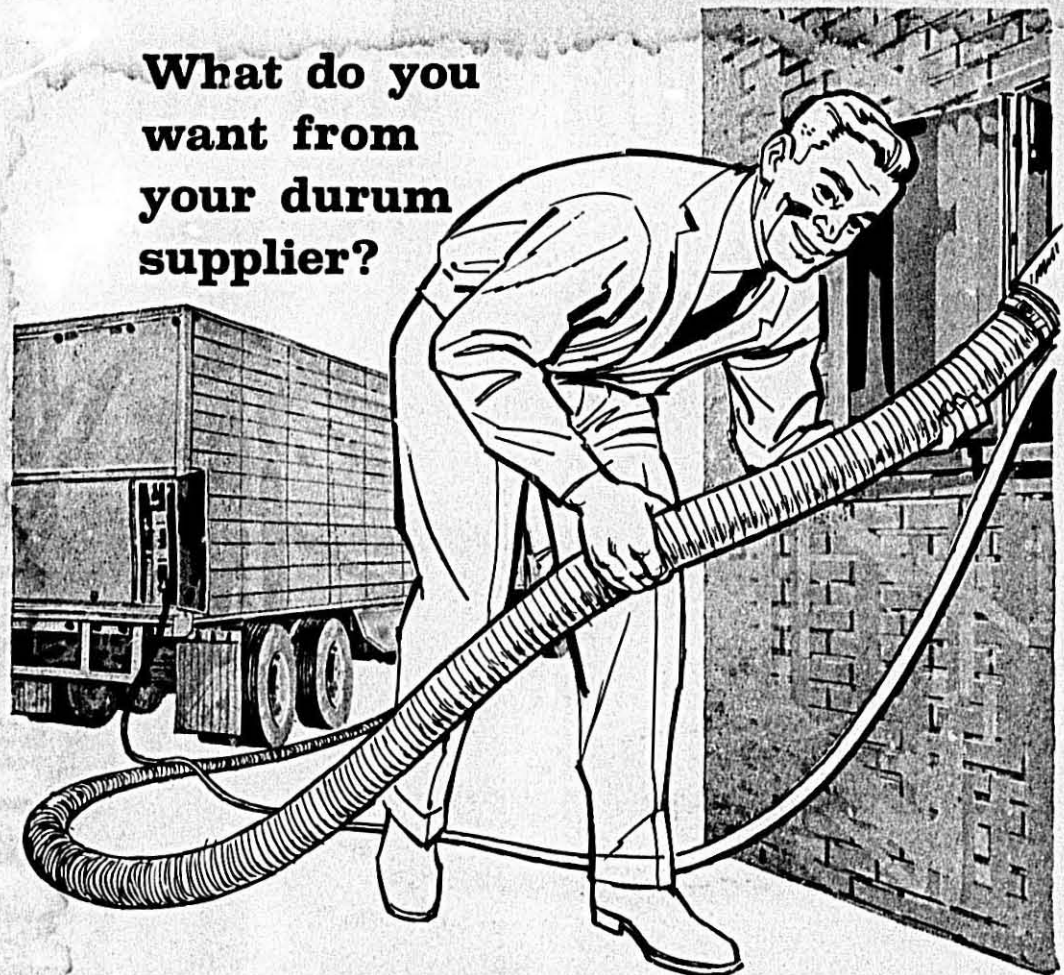
In today's rough-and-tumble self-service market, too many passes mean more sales fumbles than any manufacturer can afford. At USPL, we specialize in packaging that makes the catch at crucial point-of-sale. May we help solve your next packaging problem?



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